JULY 25, 1955

35c PER COPY

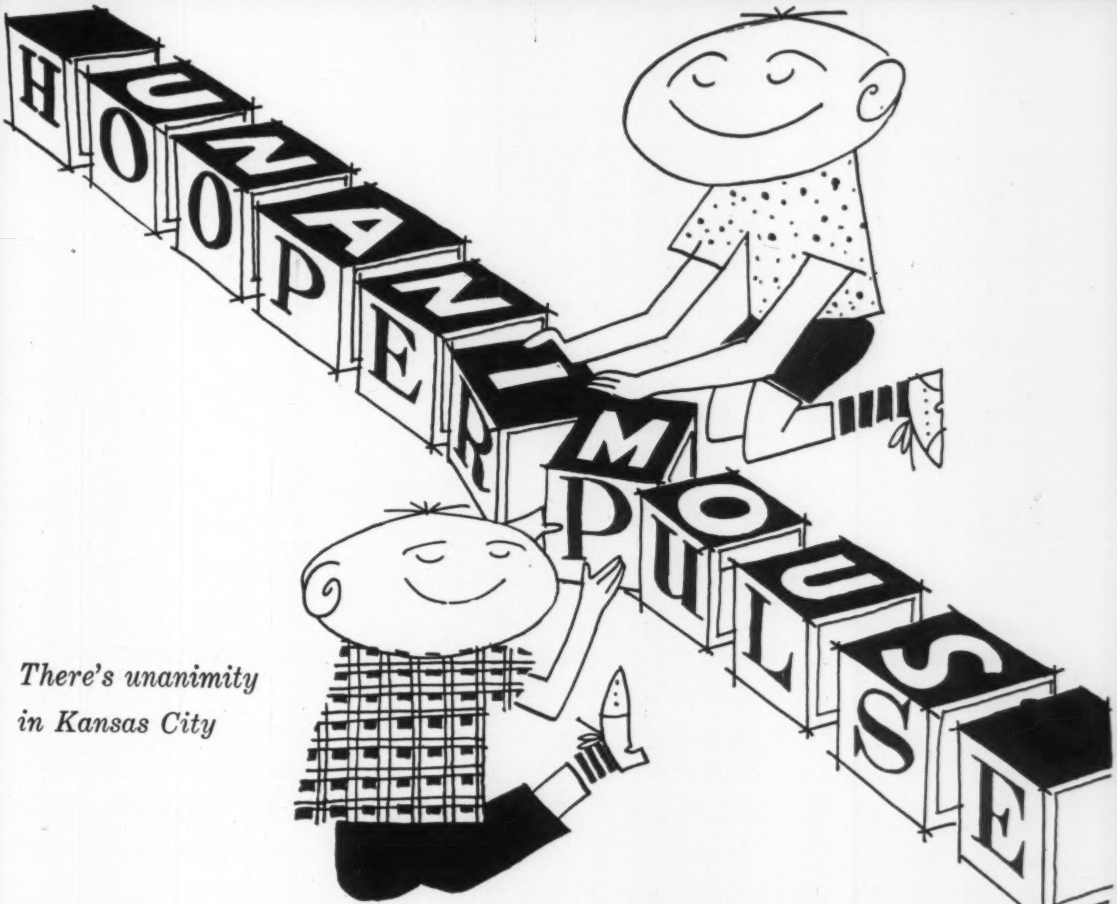
BROADCASTING TELECASTING

B•T EXCLUSIVE

BRITAIN PREPARES
FOR COMMERCIAL TV

A PROGRESS REPORT
CLAIR McCOLLOUGH

Pages 55-62



There's unanimity in Kansas City

No matter how you count the audience . . . the No. 1 station is

WHB

10,000 WATTS, 710 KC

WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER

Average share of audience, 7 a.m.-6 p.m., Mon.-Fri., May-June, 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m., Mon.-Sat., March-April, 1955

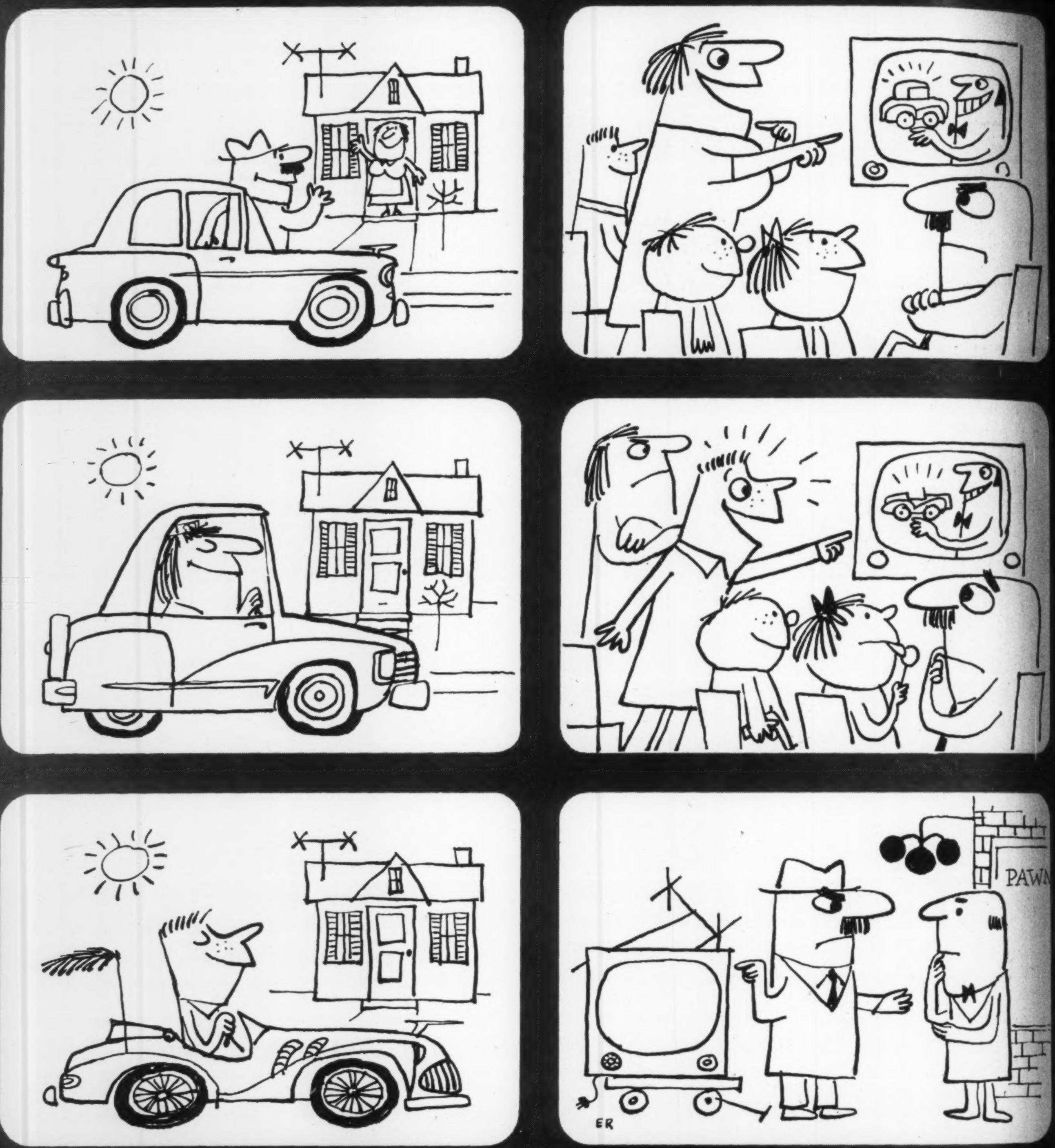
Buying radio in Kansas City is practically child's play today, because Hooper and Pulse are unanimous in their rating of WHB as the station with the biggest audience (All-day averages as high as 45.7%). This is what Mid-Continent programming, ideas and excitement have achieved for WHB! The same programming, ideas and excitement can achieve leadership for you. Talk to the *man from Blair* or WHB General Manager *George W. Armstrong.*

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WTIX, New Orleans Represented by Adam J. Young, Jr.	KOWH, Omaha Represented by H-R Reps., Inc.	WHB, Kansas City Represented by John Blair & Co.

We're moving more motor cars in motorized San Diego!



41% more than in 1951
for a 1954 total of $160,956,000* worth!

This is more "automotive" sales
than Miami, Louisville or Columbus, Ohio!

We've got more people, making more, spending more
and watching Channel 8 more than ever before!

*Sales Mgt., 1955

KFMB 8 TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

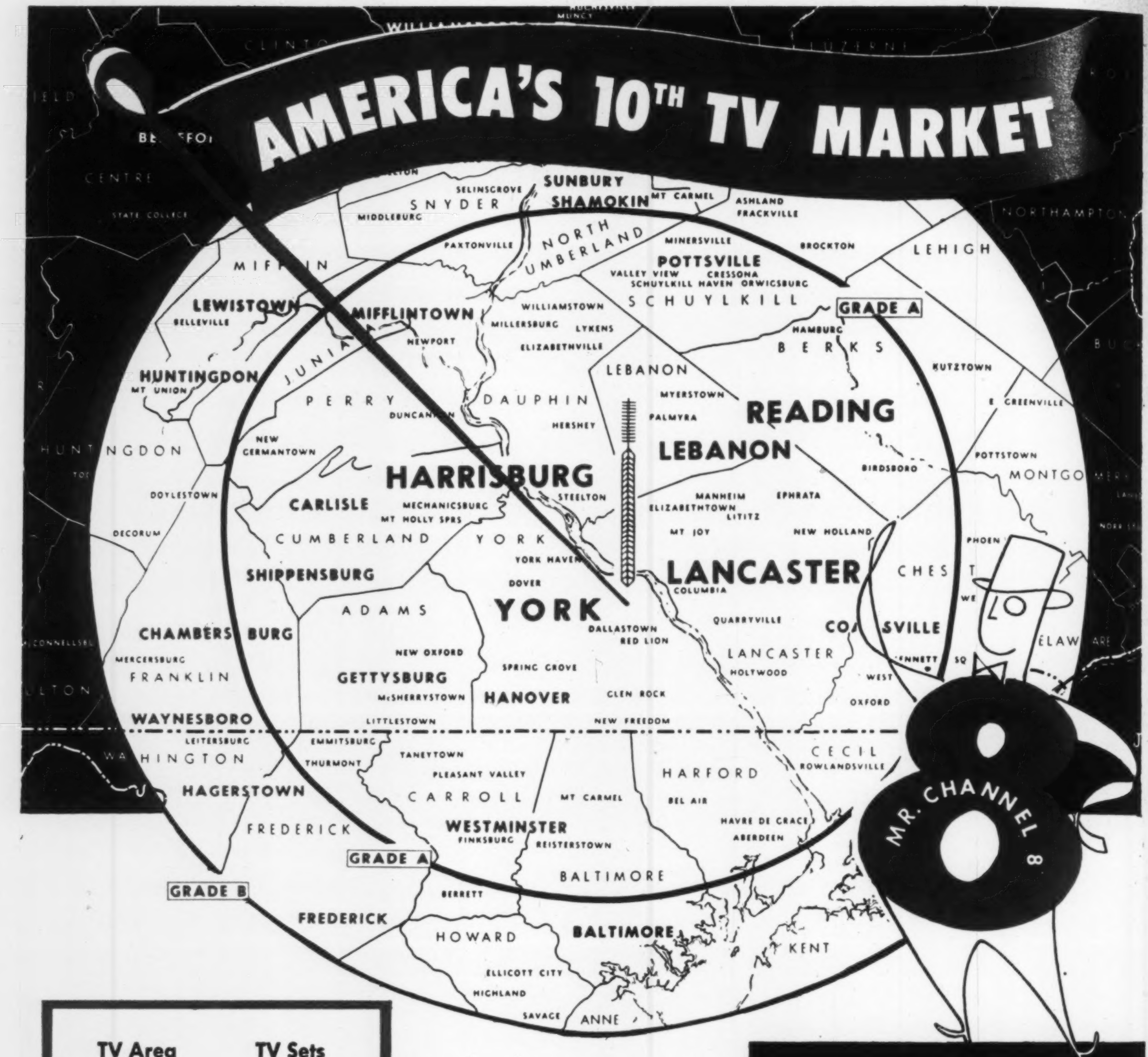
REPRESENTED BY PETRY

America's more market

W J I M
CHANNEL 6
JACKSON
T
LANSING
BAY CITY
FLINT
V
SAGINAW
GRAND RAPIDS
BATTLE CREEK
Coverage that Counts!
7 major Michigan markets for NBC, CBS and ABC
Now 100,000 watts!
PETRY & CO.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

AMERICA'S 10TH TV MARKET


SUNBURY
SHAMOKIN
MT CARMEL
ASHLAND
FRACKVILLE
SELINSGROVE
SNYDER
MIDDLEBURG
NORTH UMBERLAND
PAXTONVILLE
MINERSVILLE
POTTSVILLE
VALLEY VIEW
CRESSONA
SCHUYLKILL HAVEN
ORWIGSBURG
SCHUYLKILL
BROCKTON
LEHIGH
NORTHAMPTON
CENTRE
STATE COLLEGE
MIFFLIN
LEWISTOWN
BELLEVILLE
MIFFLINTOWN
WILLIAMSTOWN
MILLERSBURG
LYKENS
ELIZABETHVILLE
NEWPORT
GRADE A
HAMBURG
BERKS
KUTZTOWN
HUNTINGDON
MT UNION
JUNIATA
PERRY
DUNCANNON
DAUPHIN
HERSHEY
LEBANON
MYERSTOWN
PALMYRA
READING
LEBANON
E. GREENVILLE
NEW GERMANTOWN
HARRISBURG
STEELTON
BIRDSBORO
POTTSTOWN
MONTGOMERY
DOYLESTOWN
CARLISLE
MECHANICSBURG
MT HOLLY SPRS
MANHEIM
ELIZABETHTOWN
LITITZ
EPHRATA
DECORUM
CUMBERLAND
YORK
MT JOY
NEW HOLLAND
PHOENIXVILLE
YORK HAVEN
LANCASTER
COLUMBIA
CHESTER
SHIPPENSBURG
DOVER
ADAMS
YORK
DALLASTOWN
RED LION
QUARRYVILLE
COATESVILLE
CHAMBERSBURG
MERCERSBURG
FRANKLIN
NEW OXFORD
LANCASTER
HOLTWOOD
DELAWARE
GETTYSBURG
McSHERRYSTOWN
SPRING GROVE
HANOVER
GLEN ROCK
WEST
OXFORD
WAYNESBORO
LITTLESTOWN
NEW FREEDOM
LEITERSBURG
EMMITSBURG
THURMONT
TANEYTOWN
CECIL
ROWLANDSVILLE
WASHINGTON
HAGERSTOWN
PLEASANT VALLEY
CARROLL
MT CARMEL
HARFORD
BEL AIR
HAVRE DE GRACE
ABERDEEN
FREDERICK
WESTMINSTER
FINKSBURG
REISTERSTOWN
GRADE A
BALTIMORE
GRADE B
BERRETT
FREDERICK
HOWARD
BALTIMORE
KENT
ELLICOTT CITY
HIGHLAND
SAVAGE
ANNE
MR. CHANNEL 8

TV Area	TV Sets
1 New York	4,730,000
2 Chicago	2,255,000
3 Los Angeles	2,107,168
4 Philadelphia	2,094,852
5 Detroit	1,553,200
6 Boston	1,308,362
7 Cleveland	1,195,000
8 Pittsburgh	1,134,110
9 San Francisco	1,086,590
10 LANCASTER	**912,950**
11 St. Louis	785,162
12 Milwaukee	774,803
13 Washington, D.C.	741,000
14 Cincinnati	724,140
15 Indianapolis	663,000

316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

Harrisburg, York, Lebanon, Reading, Hanover, Pottsville, Gettysburg, Hazleton, Chambersburg, Shamokin, Waynesboro, Mount Carmel, Frederick, Bloomsburg, Westminster, Lewisburg, Carlisle, Lewistown, Sunbury, Lock Haven, Martinsburg, Hagerstown

closed circuit®

MADISON AVE. MISSION • FCC Comr. Robert E. Lee went on scouting trip to New York last week to find out if widely reported "Madison Ave. complex" against uhf actually exists. Whether he found complex, he did not not say, but after two days of visiting two dozen agency timebuyers and station representatives, he returned to Washington with new respect for business acumen of those whose advertising placements help support media he helps regulate.

B•T

THERE may be repercussions aplenty to upcoming resignation of Sidney Davis as chief counsel of Senate Commerce Committee's investigation of tv (story page 31). While Mr. Davis shortly undergoes treatment for back ailment, it's hinted that Republican opposition, stemming mainly from ranking minority member John W. Bricker of Ohio, was also responsible for decision to quit after four months. Among those being considered as successor is Joseph Kittner, assistant chief of FCC's Broadcast Bureau, who is set to transfer Aug. 1 to same post in Safety and Special Services and isn't happy about it.

B•T

MR. CHAIRMAN • Comr. E. M. Webster last Friday became Acting Chairman of FCC and will serve until Sept. 5, when Chairman George C. McConnaughey returns from his quasi-official European trip [B•T, July 11]. Comr. Rosel H. Hyde, who holds FCC seniority, was unable to take over because of obligations in NARBA sessions with Mexico, plus fact that Mr. Webster plans to remain in Washington during entire August recess.

B•T

NBC-TV, after successful telecast early this month of first Wide Wide World *[B•T, July 11], has scheduled program for 20 Sundays to start in mid-October. First sale is on books but as yet unannounced—to General Motors' United Motors Service Div. (steel distribution and accessory servicing) for one-third sponsorship of series, through Campbell Ewald, Detroit. Network reportedly is dickering with Aluminum Co. of America, AT&T and Allis Chalmers Mfg. Co. for sale of remaining two half-hour segments. Alcoa's latest network tv show was CBS-TV's* See It Now.

B•T

NOW IT CAN BE TOLD • John L. FitzGerald, chief of FCC's Office of Opinions and Reviews, could have been chief of Broadcast Bureau—post given to Edward F. Kenehan [B•T, July 18]. This assignment had been discussed with Mr. FitzGerald on basis of seniority, but he expressed preference for present position in view of heavy backlog ahead. Mr. Kenehan had been slated for substantial promotion, based on merit and achievement, but because of Mr. FitzGerald's preference, was leap-frogged into top broadcast post.

SCHEME to break logjam in FCC's Office of Opinions & Reviews contemplates hiring junior attorneys for pairing with experienced professionals to move cases. One such legal "legman" has already been hired and has proved real help. Hope is that two or three more can be added to staff so that "team" of two can pitch into cases, whip them out quickly.

B•T

HELP WANTED • Happiest news for Hollywood talent in many months is NBC-TV's five-weekly hour-long color venture *Matinee* which will use 4,000 actors during new season. Since top stars are not in schedule, pasture appears extra green for experienced players and new talent. More than 100 writers and adapters are needed, and NBC is on open market for story material, will pay above scale.

B•T

TV IMPACT on West Coast movie industry is evident this summer as never before with major studios devoting increasing portions of their lots and production schedules to new medium. Already ABC-TV film shows before cameras at Walt Disney studios are consuming 85% of that company's creative staff.

B•T

NEW YORK UHF • Project of FCC Comr. John C. Doerfer, which he insists is no trial balloon, to de-mix by making major markets such as New York City all uhf, with vhf's to cover secondary markets and adjoining "areas," has stirred heated debate within ownership ranks. One large owner, in both vhf and uhf, contends it would cost $400-$500 million to convert sets in metropolitan New York alone for uhf reception. (See story page 31.)

B•T

*PURCHASE of now dark ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications (*Philadelphia Inquirer*-WFIL-AM-FM-TV) for $115,000 plus assumption of obligations totaling $125,000 [B•T, July 4] causing much excitement among tv stations in surrounding areas — Harrisburg, York, Reading, Lancaster, among others — and objections to sale may be forthcoming. At stake are network affiliations and exclusivity features in film contracts, according to those immediately concerned. Attack would be made, it was understood, on grounds of concentration of control of media of communications and overlap (Lebanon is about 70 miles from Philadelphia). Triangle also owns WNBF-AM-TV Binghamton, N. Y.*

B•T

ON THE BLOCK • KFEQ-AM-TV St. Joseph, Mo., may be sold soon. Because of illness of Barton Pitts, president and 98% owner, it's learned stations are being offered through Kidder, Peabody & Co. Chicago office (Robert E. Grant). KFEQ-TV, which began operation Sept. 27, 1953, is CBS affiliated and operates on ch. 2 with 52 kw visual and 26 kw aural. KFEQ-AM, founded in 1923, operates on 680 kc with 5 kw and is MBS affiliated. Both stations are represented by Headley-Reed. It's understood price placed on common stock is $600,000, plus long-term liabilities of approximately $225,000.

B•T

MISSING from autumn tv calendar, it's understood, will be opening night production of Metropolitan Opera in New York. Met's operators feel normal operatic production is marred by tv trappings and that it isn't suitable tv fare unless specially staged. New wrinkle in autumn musical world may be nationwide closed-circuit operas from Chicago, featuring famed soprano Maria Callas, fed to concert halls around country and catering to concert-going public.

B•T

COLOR BLIND • Although ABC-TV affiliates are converting their gear to handle network color transmissions, network officials frankly admit they have no immediate color plans. Reason: lack of set circulation. ABC feels that those who stand to profit from color set sales should pay for receiver sales promotion through pioneer colorcasting. ABC is inclined to discourage prospective color sponsors until they can get their money's worth in audience.

B•T

SLIGHTLY different coverage concept is seen in decision by Standard Oil Co. (of Indiana), heavy regional radio-tv spender, to abandon Midwest radio station hookup for Chicago Bears football broadcasts this fall. Standard sponsored games in 1954 on 15 outlets fed by WGN Chicago. Latter reportedly will carry contests alone this year.

B•T

NOW AND THEN • Is optimism for fall color tv prospects fading? In remarks last week by Raymond Durst, president of Hallicrafters Co., there was noticeable backtracking from pitch by Board Chairman William J. Halligan last May when latter said color tv is here "now" and there would be $695 sets "soon." Ironically, Hallicrafters has failed to list price yet for set with 21-inch RCA type tube, while Motorola slashed price on similar CBS-Hytron model to aforementioned $695. (See story page 83.)

B•T

HOW'S British commercial tv, due to begin Sept. 22, doing? One important prospective advertiser reports: "The whole situation is gummy. The medium is overpriced for the limited circulation available—about 1000 pounds per commercial minute ($2800 American). It will need plenty of shaking down." [See McCollough Interview, page 55.]

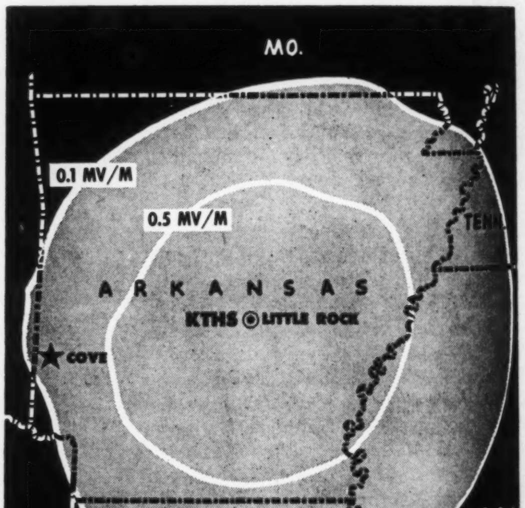
KTHS (LITTLE ROCK)

SAILS INTO COVE, TOO!

Advertisers on 50,000-watt KTHS get *a lot more* than Metropolitan Little Rock. They get coverage throughout *most of Arkansas.*

KTHS drops a strong anchor in Cove, for example. This little West Arkansas town has only 482 people—but combined with thousands of other towns and villages and farms, it helps account for KTHS's daytime coverage of more than 3-1/3 MILLION people.

In Arkansas, KTHS is the BIG radio value—KTHS, Basic CBS in Little Rock.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS

50,000 Watts
CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

FCC APPOINTS FOUR-MAN COMMITTEE TO CONDUCT STUDY OF NETWORKS

FCC took first step toward own investigation of network broadcasting Friday when it named four commissioners as committee to conduct "study." They are Chairman George C. McConnaughey, Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. All but Mr. Bartley are Republicans; Mr. Bartley is a Democrat.

Comission study is not expected to parallel that underway by Senate Commerce Committee. Both groups will maintain liaison, it has been explained, so that overlap is reduced to minimum.

FCC study, five-year desire on Commission, will be undertaken with $80,000 appropriated by Congress for this purpose. FCC had asked for $100,000 to investigate not only networks, but also advertising practices, film distribution activities, etc., but Congress demurred, specifically limited appropriation to network aspect.

Chairman McConnaughey explained, in appearing before congressional appropriation committees earlier this year, that $80,000 would permit network study to be initiated. This meant, he explained, that staff could be chosen—from outside FCC—and data collected from FCC files and from networks and stations. Succeeding steps—analysis of data and recommendations—would require additional funds, he said. Initial steps would take about year, he said.

Method of investigation and who will comprise staff is unknown at present time. Commission wants to hire outside experts, but may have trouble due to short tenure of funds, it is understood.

Problems—all stemming at present from uhf plight—include network affiliation terms and practices, option time, program syndication, advertising agency attitude toward uhf, and other facets of broadcasting economics.

'Sensational' Gains Cited For Westinghouse Radio

"SENSATIONAL" gains in sales and profits of five radio outlets of Westinghouse Broadcasting Co. for the first half of year reported Friday by Chris J. Witting, WBC president. Mr. Witting said profits alone are nearly double (96%) those for January-through-June of last year.

Mr. Witting paid particular attention to local and regional advertising noting that local sales revenues of five radio stations were 25.9% higher than first six months last year. WBC's KYW Philadelphia, Mr. Witting said, has 1955 local sales 32% above comparable six-month period in 1954.

"Local sales of our five radio stations," Mr. Witting said, "are more than offsetting the continuing decline in radio network revenues." He said WBC's radio stations report local revenues 60% higher than in 1948, top-year for WBC radio sales. Local radio gain called "healthy sign for the entire broadcasting industry" because local advertiser is "extra-sensitive to results, and is happy only so long as yesterday's penny spent for advertising brings in today's dollar."

Mr. Witting added revenues of WBC's four tv stations are "regularly setting new highs—but then, television, is a booming, new medium. To some in the advertising industry, however, it comes as a surprise that radio—a marketing tool supposedly 'out-dated' or 'sick'—should show sensational gains in sales and profits." But, he said, this was no surprise to advertiser or broadcaster who've given radio realistic appraisal in terms of merchandise moved at low cost.

Westinghouse report followed by two weeks optimistic statement on radio business released by George B. Storer, president of Storer Broadcasting Co. (owner of seven radio stations), who found revenues up and predicted biggest summer radio business in years [At Deadline, July 11].

Workshop Plan Approved For CBS-Owned Tv Outlets

NEW "Test Workshop Plan" for CBS-owned television stations approved Friday at conference in New York of general managers and sales managers of stations and CBS Television Spot Sales officials. No details of plan released, but announcement expected this week.

Reports given by general managers of WBBM-TV Chicago, WXIX (TV) Milwaukee and KNXT (TV) Los Angeles on orders for fall, pointing up pattern of earlier advertiser buying for upcoming season. CBS-owned WCBS-TV New York earlier in week had observed similar change in buying habits.

Conference, called by Merle S. Jones, vice president in charge of CBS-owned tv stations, centered on sales and programming plans for fall season. In attendance were Sam Cook Diggs, WCBS-TV; H. Leslie Atlass, WBBM-TV Chicago; Edmund Bunker, WXIX (TV) Milwaukee, and James T. Aubrey, KNXT (TV) Los Angeles. Station Sales Managers Frank Shakespeare Jr., WCBS-TV; George Arkedis, WBBM-TV; Ted Shaker, WXIX (TV), and Robert Wood, KNXT (TV). CBS-TV Spot Sales represented by Clark B. George, general sales manager; John A. Schneider, eastern sales manager; Tom Judge, midwestern sales manager; Benjamin Margolis, business manager, and Donald Foley, sales promotion director.

BIKE RADIO

BRAND new listening area possibly was born last week with announcement from Huffman Mfg. Co., Dayton, Ohio, that it has on market vehicle aptly titled Huffy-Radiobike, featuring built-in radio. Huffman's bike radio is described as moisture-proof, shock-proof and tamper-proof, and it reportedly brings in stations up to 100 miles away.

• BUSINESS BRIEFLY

WESTINGHOUSE SPOTS • Westinghouse Electric Corp., Pittsburgh (refrigerators), through McCann-Erickson, New York, planning to use over 100 markets for spot announcement radio campaign in all areas not covered by firm's *Studio One* on CBS-TV. Radio spot schedule will begin Sept. 12 and run two weeks.

SEPTEMBER CAMPAIGN • Chattanooga Medicine Co., Chattanooga, Tenn. (Black Draft laxative), through its agency, Harry B. Cohen Co., N. Y., preparing spot announcement campaign starting in September to run 39 and 52 weeks in more than 100 radio and several tv markets.

DU PONT RADIO • E. I. Du Pont de Nemours & Co., Wilmington, Del. (Kramex, farm chemical product), through BBDO, New York, buying radio spot campaign late in July for four weeks in about half-dozen radio markets.

M & M USING VIDEO • Hawley & Hoopes, Newark, N. J. (M & M candies), placing tv spot announcement campaign starting first week in August in nearly 25 markets in company's distribution pattern. Agency is Ted Bates & Co., New York.

SHULTON RADIO-TV • Shulton Inc., N. Y. (men's toiletries), through Wesley & Assoc., N. Y., returns to air this fall with radio spot announcement campaign on more than 60 stations and tv sponsorship of half-hour film, "Paris Precinct," in 19 tv markets. Schedule will be launched Sept. 26 and run 13 weeks.

Screen Actors Strike Looms Against Tv Film Producers

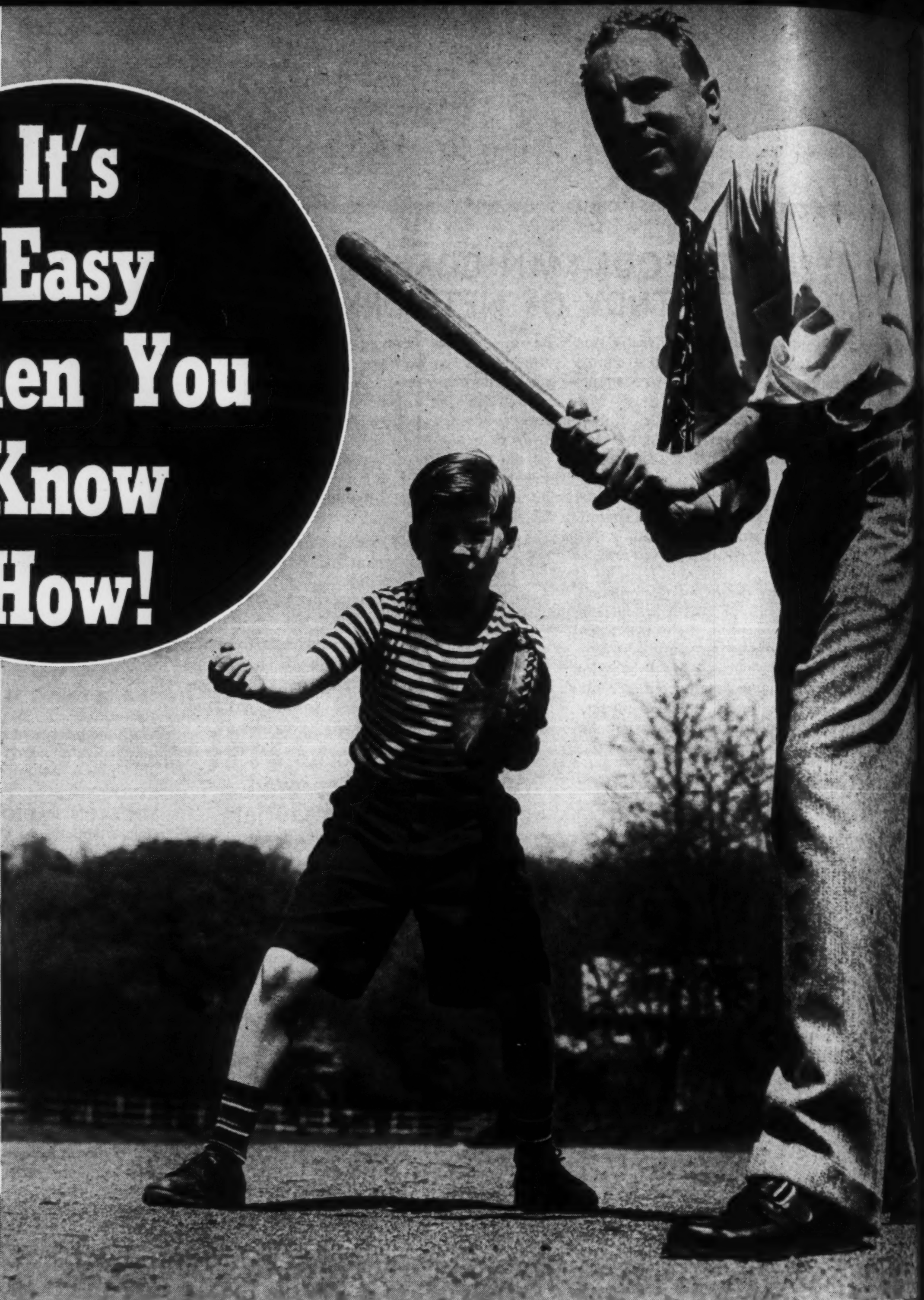
ALL SIGNS Friday pointed to nationwide strike about Aug. 1 by Screen Actors Guild against producers of tv entertainment film, hitting middle of production of many fall program series. Production of tv film commercials not involved.

In view of huge backlog of film material now on hand and in open market, networks appeared calm about possible program upset. They said they could keep schedules full almost indefinitely, but admitted material that might have to be used would be different from that now planned. Networks now are airing re-runs of last season's best film shows, have fair backlog of new fall shows already on shelf.

Independent film packagers, supplying stations directly, apparently would be hit hardest, but many of these also have substantial program cycles completed.

West coast stars, feature players and other actors, scheduled to meet in mass meeting last night (Sunday) at Hollywood Legion stadium, were expected to vote unanimoulsy in support of SAG board's recommendation to strike. Ballots were put in mail for national referendum of 10,000 SAG members, to be returned by next Sunday.

SAG's present three-year contract covering actors, singers and announcers on tv entertainment films expired Wednesday night. Negotiations have been underway for several weeks with Alliance of Tv Film Producers and Assn. of Motion Picture Producers, but without agreement [B•T, July 18].



It's Easy When You Know How!

MEREDITH
Radio and Television
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV The Katz Agency
SYRACUSE: WHEN Radio & WHEN-TV The Katz Agency
PHOENIX: KPHO Radio & KPHO-TV The Katz Agency
OMAHA: WOW Radio & WOW-TV John Blair & Co. and Blair-TV

Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

May Tv Receiver Shipments Run Ahead of 1954 Total

SHIPMENTS of tv sets to dealers in first five months of 1955 ran 13% above same 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. May shipments from factories to dealers fell seasonally from April but were ahead of year ago.

RETMA reported January-May shipments totaled 2,677,630 sets compared to 2,370,098 in like 1954 period; 348,181 sets in May compared to 361,102 in April and 304,227 in May 1954. Following are tv set shipments to dealers by states during first five months of 1955:

State	Total	State	Total
Alabama	48,050	New Jersey	83,702
Arizona	15,054	New Mexico ...	9,140
Arkansas	32,068	New York	257,956
California	218,350	North Carolina..	71,973
Colorado	19,431	North Dakota...	9,179
Connecticut	36,200	Ohio	132,961
Delaware	5,508	Oklahoma	39,937
Dist. of Columbia	26,625	Oregon	35,843
Florida	90,211	Pennsylvania ...	167,562
Georgia	58,624	Rhode Island ..	12,970
Idaho	11,713	South Carolina..	41,253
Illinois	139,607	South Dakota...	8,350
Indiana	68,092	Tennessee	57,788
Iowa	38,925	Texas	162,333
Kansas	36,479	Utah	10,470
Kentucky	46,953	Vermont	9,072
Louisiana	59,619	Virginia	49,283
Maine	20,790	Washington	46,999
Maryland	35,607	West Virginia...	29,345
Massachusetts ..	73,861	Wisconsin	55,307
Michigan	104,117	Wyoming	2,531
Minnesota	43,942		
Mississippi	26,833	U. S. TOTAL..	2,667,193
Missouri	72,540	Alaska	4,446
Montana	8,464	Hawaii	5,991
Nebraska	22,425		
Nevada	3,531		
New Hampshire.	9,620		2,677,630

New Rate Card Issued For CBS-TV West Coast

NEW rate card (No. 3) for CBS Television Pacific Network, effective July 1, increases one-hour Class A time from total of $4,550 to $6,000 for Basic California Group, which includes Los Angeles, San Francisco and San Diego. In basic Pacific Coast Group, covering five cities, price of Class A one hour rises from $5,875 to $7,700.

Revised card eliminates optional group of stations as such. This consisted of 14 interconnected stations which sold for $4,050 for one-hour Class A time; 11 non-interconnected stations sold for $1,750 Class A one-hour, and three stations outside continental U. S. which sold for $600 Class A one-hour time.

In place of optional group, CTPN has set up Optional California Group of six outlets with total price of $2,025; Optional Pacific Group of 18 stations, $5,675; non-interconnected group of five outlets at $750; group of three stations outside U.S. for $600; extended market group of six stations, $345.

Discounts in new card which do not apply to extended market group range from 5% for 13-25 programs to 20% for 52 or more programs as compared to 10% for 26-38 programs to 20% for 52 or more shows which was discount structure on Rate Card No. 2.

GE Earnings Set Record

GENERAL ELECTRIC Co. reports record net earnings of $101,892,000 in first six months of 1955, representing 9% increase over previous peak of $93,856,000 in first half of 1954. Sales for 1955 half-year totaled $1,523,951,000, compared to $1,447,597,000 volume in 1954 period.

O'NEIL TO ANSWER

HEAVY turnout of newsmen expected tomorrow (Tuesday) when Thomas F. O'Neil, president of General Teleradio Inc., holds news conference at New York's Hampshire House. Mr. O'Neil will make his first appearance before newsmen since acquiring RKO Radio Pictures (see story, page 35).

TvB Completes Presentation On 'Pinpoint' Video Concept

FIRST in series of five presentations completed by Television Bureau of Advertising on "pinpoint concept of television"—pointing up use of broad schedule of local tv programs of various types as way for advertisers to use local stations—for use of advertisers, agencies and to TvB members.

First presentation deals with size and type of audiences advertiser can reach with typical schedule of local news programs. Treated are morning, mid-day, early evening and late evening news programs with results on basis of two and five programs. Study, conducted by A. C. Nielsen, showed 63% of all U. S. tv homes regularly view local news programs of TvB member stations, watching them average 2.7 times per week.

U. S.-Mexico Agreement Near

DISTINCT progress toward agreement between United States and Mexico on use of am broadcast spectrum was reported Friday after two weeks of negotiations in Washington.

While no formal statement was forthcoming from U. S. delegation Chairman Rosel H. Hyde or Mexico delegation Chairman Carlos Nunez, it was understood prospects bright for favorable outcome. Unless unforseen difficulties crop up, agreement in substance will be reduced to writing early this week.

Although no word was reported on exactly what frequencies were involved, on basis of existing usage by Mexico it would appear that 660 kc (WRCA New York) and 830 kc (WCCO Minneapolis) officially have been made available for secondary usage by Mexico.

It was also believed that secondary use of 540 kc (Canadian clear) has been agreed to by both Mexico and U. S. In case of Mexican use of U. S. clears, American stations would be protected at border.

Bilateral agreement, if signed by delegates, will be submitted to Congress to become associated with North American Regional Broadcast Agreement (NARBA) which has been pending before Senate since 1951.

Tv Set Exemption Weighed

HOUSE Ways and Means Committee will take up as its first business today (Mon.) bill (HR 7040) to exempt from 10% federal excise tax television sets equipped to tune in all uhf channels. Enactment of bill, authored by Rep. Frank Ikard (D-Tex.), has been hailed by broadcasting industry and manufacturers as partial solution to lack of circulation by uhf stations.

PEOPLE

HARRY N. SAGER, director of media and marketing, Krupnick & Assoc., St. Louis, appointed media director, Kenyon & Eckhardt, Chicago, responsible for all media buying accounts. **CLINTON R. CLARVK,** cooperative advertising manager, Dodge Div. of Chrysler Corp., appointed media director, Kenyon & Eckhardt's Detroit office, in charge of agency media operation on Mercury Div. account.

J. J. NEALE, vice president in charge of media, Dancer-Fitzgerald-Sample, N. Y., to assume additional duties of director of radio and tv department, succeeding **ALVIN KABAKER,** vice president and director of tv and radio, who has announced resignation.

Newspapers Acquire Options For Mountain Stations Group

FOUR-MONTH option to buy radio-tv properties of Carman-Wrathall-Powers group in Utah, Idaho and Montana acquired by Standard Examiner Pub. Co., Ogden *(Ogden Standard Examiner)*, and Kearns-Tribune Corp., Salt Lake City *(Salt Lake Tribune)*. Option announced by Frank C. Carman, pioneer Utah broadcaster.

Included in option are interests in KUTA and KUTV (TV) Salt Lake City; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho; KOPR Butte, Mont. Carman group interests in KIFI Idaho Falls and KWIK Pocatello, Idaho, being sold to J. Robb Brady Trust Co., Idaho Falls, family holding company. Standard Examiner Pub. Co. is owner of KIMN Denver and 40% of KMON Great Falls, Mont. Kearns-Tribune Corp. owns 50% of KUTV (TV) and would be co-owner with Standard Examiner. Carman group includes Grant W. Wrathall, and O. Powers and Sharon Lee Powers, widow and daughter respectively of Jack Powers, original partner.

ND Grid Series at Hotels

CLOSED-CIRCUIT telecasts of four Notre Dame U. football games this fall in 15 hotels owned by Sheraton Corp. of America to be announced in Chicago this week. Games will be offered in ballrooms in conjunction with hotel chain, Notre Dame paying line charges and receiving proceeds (admission $4 per ticket), Tom McDonald, sales manager of Chicago's Sheraton Hotel, told B•T Friday. Sheraton chain, through new closed circuit tv subsidiary, probably would split advertising expenses with university, it's understood, and plans extensive tv spot campaign on sports shows in hotel cities to promote telecasts. Sheraton will have exclusive rights over theatres in cities where it plans telecasts. Box Office Television also reportedly interested in ND games in theatres, perhaps on sponsor basis, though Notre Dame officials would not comment Friday.

Campbell-Mithun in Hollywood

CAMPBELL-MITHUN Inc., Minneapolis agency, has opened a new office in Hollywood with Paul Morgan, formerly account executive for Hamm's beer at agency's headquarters office, named general manager. Hollywood office is at 1680 N. Vine St., phone: Hollywood 2-0715. Two others transfer to Coast from agency's home office: Pat Walsh, office manager, and Marguerite Rinck. Office will supervise filming of tv commercials for all its clients and give account service in all media and marketing and sales planning assistance to those accounts having extensive West Coast operations. These include American Dairy Corp., Gold Seal Corp., Pillsbury Flour Co., Morrell Packing Co., and Theo. Hamm Brewing Co.

the week in brief

ANOTHER FINGER IN PROBE PIE

Ford Foundation may make $250,000 study of control and operation of airways, at request of and for Magnuson committee 31

Doerfer unfurls a surprise. He proposes to make big cities (New York, Chicago, etc.) all uhf 32

Did NBC force Westinghouse into Philadelphia-Cleveland swap? FCC is trying to find out 33

New heights for vhf: Maximum tower height for maximum power raised to 1,250 ft. in northeast, northcentral areas 34

Comments favor uhf boosters 34

TV CRASHES HOLLYWOOD

O'Neil buys RKO from Hughes for $25 million, puts 700 films in reach of tv screens 35

ABC-TV will throw weight of movie programming into competitive fray with NBC-TV and CBS-TV 39

MIDWEST ACCOUNTS BUY FOOTBALL

Standard Oil (Indiana), Miller Brewing take on broadcast schedules 44

ARE REDS IN RADIO, TV?

Congressional unit sets August hearings in New York to see if communists have infiltrated entertainment 48

WILL BRITISH COMMERCIALS WORK?

B•T interviews Clair McCollough on return from Great Britain. He foresees a sweeping success 55

PROMOTION FOR TV STATIONS

How it's done, and at what cost. The results of a nationwide survey 64

PROTEST REVISION PASSES HOUSE

Plans to amend Sec. 309 (c) stand chance of clearing Congress before end of session 71

NARTB ROUNDS OUT STAFF

Garrigus hired as head of organizational services. Heald becomes chief attorney 76

MORE FUEL FOR RADIO FIRE

NBC says its sponsored time total is gaining, puts $1 million-plus tab on Viceroy-Kools sale. CBS reports on medium's 'New Patterns', listing program innovations 80

ABC IS PULLING AHEAD

Second quarter report shows improvement over last year, points to continued gains in third part of '55 . . . 82

DALLAS GETS A TWIN STICK

RCA, Ideco start raising candelabra antenna to serve WFAA-TV and KRLD-TV, cover Dallas and Fort Worth 83

PUTTING FREAK SIGNALS TO WORK

MIT reports success with long range communications using uhf signals . . 84

departments

Advertisers & Agencies 44
At Deadline 7
Closed Circuit 5
Colorcasting 16
Editorial 98
Film 35
For the Record 88
Government 31, 50
In Review 12
Lead Story 31
International 85
Manufacturing 83
Networks 80
On All Accounts 26
Open Mike 20
Our Respects 24
Programs & Promotion 86
Stations 77
Trade Associations . . . 76

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President

H. H. Tash
Secretary

B. T. Taishoff
Treasurer

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher (Hollywood)

ASSISTANT NEWS EDITOR: Don West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Eli Fritz, Jonah Gitlitz, Peter Pence.
LIBRARIAN: Norma Wooton

EDITORIAL ASSISTANTS: Jacqueline Eagle, Kathryn Ann Fisher, Joan Sheehan, Audrey Weston, Phil Spiekerman.
SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Wilson D. McCarthy
M. Gwen Moore, Jessie Young.

AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston.
SECRETARY TO THE GENERAL MANAGER: Eleanor Schadi

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE

MANAGER
John P. Cosgrove

Frank N. Gentile, SUBSCRIPTION MANAGER; Sharleen Cappella, Joel H. Johnston, George Neitzey, William Phillips, Barbara Seabrooke.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Patricia Kielty
NEW YORK ASSIGNMENTS EDITOR: Rocco Famighetti
Selma Gersten, Marjorie Napaletano

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
Sally Creley

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecasting* in 1953.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

KTLA

Does It Again!

From April to June, KTLA — inaugurating dynamic, new daytime programming — INCREASED its average viewing audience 600% for the Monday-through-Friday noon-to-6 p.m. time segment, according to the latest ARB report! Five other stations in the Los Angeles area lost audiences!

KTLA KTLA 5 Paramount Television Productions, Inc. **CHANNEL 5**

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

Only
a
few
more
shopping
days
to
Christmas...

DATELINE DISNEYLAND

AS a television program, *Dateline Disneyland* was among the most ambitious and least successful to be undertaken by the medium. Oddly, its production failures actually enhanced its value as an advertisement for the Anaheim wonderland.

With 24 cameras, miles of cable, who-knows-how-many technicians and carloads of supporting gear in use, the broadcast was so complicated that the wonder was it got on the air at all. There were missed cues and general confusion. In switching from place to place, the program became disoriented.

But the total effect of the somewhat chaotic presentation was to let just enough of Disneyland get through to titillate the viewer. It was, to be precise, a 90-minute teaser ad. The viewer saw enough to want to see it all. To see it all, of course, he will have to journey to the fabulous park and buy a ticket of admission, exactly the procedure which Walt Disney and ABC set out to promote on the show.

Production cost: $40,000.

Sponsored by American Motors Corp. through Geyer Adv. Co., New York; Swift & Co. through McCann-Erickson, Chicago, and Gibson Greeting Card Co. through Stockton, West, Burkhart, Cincinnati.

Broadcast on ABC-TV July 17, 7:30-9 p.m. EDT.

Producer: Sherman Marks.

Music director: Walter Schumann.

Camera directors: Stuart Phelps, John Rich.

JOHNNY CARSON SHOW

CBS-TV's summer entry in the most-likely-to-be-discovered-comedian-of-1955 sweepstakes is Johnny Carson. Tall, thin, dark, with outstanding ears and an engaging grin, young Mr. Carson is neither particularly handsome nor homely. When he first appears on his program, alone before the camera, he impresses the viewer as a pleasant person who probably will be fun to know.

Format of the July 14 telecast closely resembled that of a Bob Hope show. There was an opening monologue by the star, a couple of songs by the guest singer—in this case the lovely-to-look-at, easy-to-listen-to Lisa Kirk—a comedy routine, some dialogue with the guest, a quartette number and a hasty closing to get things wound up before the final commercial.

But the program's format was its only resemblance to the Bob Hope show. Mr. Hope is a high pressure comic, spouting gags at machine-gun tempo. Mr. Carson is more on the leisurely side. The material he used in his entire half-hour wouldn't have lasted Mr. Hope five minutes.

There was also a running gag, which began when Mr. Carson was pinched for speeding and gave the cop tickets to his program in a vain attempt to persuade the policeman not to give him a traffic ticket and continued through the program. Johnny had first shown the cop his wallet, with a courtesy sheriff's badge, a "Young Democrats for Eisenhower" card, followed by other cards reading "Young Republicans for Stevenson," "Young Stevensons for Eisenhower" and "Young Eisenhowers for Stevenson."

That kind of humor has seemingly been selected by Mr. Carson and his writers as the best for him, for it ran through the entire program. Portraying a radio reporter in a "Catch Up With the News" sequence, he managed to push off the ledge of a skyscraper the man he has just persuaded not to jump; then he attempted to interview a runner trying to set a new mile record, running easily beside him and talking continuously but getting nothing but gasps from the miler.

A little tentative, as if those in charge are still trying to decide on the best way to present Mr. Carson's talents to the viewing public, the *Johnny Carson Show* is none-the-less a pleasant enough half-hour, heads and shoulders above the typical summer replacement program. As for the star, one critic's first conclusion is that here is a promising young performer, who with proper guidance is destined for the top, next year if not this, and who meantime is well worth watching.

Production costs: Approximately $20,000.

Sponsored alternately by General Foods Corp. through Young & Rubicam and Revlon Products Corp. through William H. Weintraub & Co. on CBS-TV, Thurs., 10-10:30 p.m. EDT.

Star: Johnny Carson.

Producer: Bill Brennan; executive producer: Nat Perrin; director: James Sheldon; writers: Johnny Carson and Seaman Jacobs; musical director: Lud Gluskin.

THE GRANTLAND RICE STORY

FOR millions of sports fans throughout the country, *The Grantland Rice Story* should have tremendous appeal. The wealth of human interest stories, culled from the late Mr. Rice's best-selling autobiography, *The Tumult and the Shouting,* provides a ringside seat at rarely-revealed episodes surrounding giants of the sports world over the past 30 years.

It is Mr. Rice's acknowledgedly distinctive prose, with some discreet editing, that is brought to *The Grantland Rice Story.* In the episode under review, Jimmy Powers narrated an incident at the training camp of Gene Tunney, in preparation for the first Dempsey-Tunney heavyweight bout, when the contender took an airplane ride much to the consternation of his manager. A portion of the program was devoted to an interview with Jack Dempsey, during which the ex-champion commented on anecdotes in Mr. Rice's book and also supplied other interesting sidelights on the episode under discussion.

Fifty-two quarter-hour programs of *The Grantland Rice Story* will be available to Thesaurus stations, each centering on a dramatic incident involving a titan of sports. The notion of including in each program a participant in the particular event provides hindsight comment and the opportunity for sprightly reminiscence. In some segments Mr. Rice's own voice is heard, reciting his original poetry, which is well-known in sporting circles.

Estimated Production Cost: $3,000

Produced and Distributed: RCA Recorded Program Services for RCA Thesaurus Station Library.

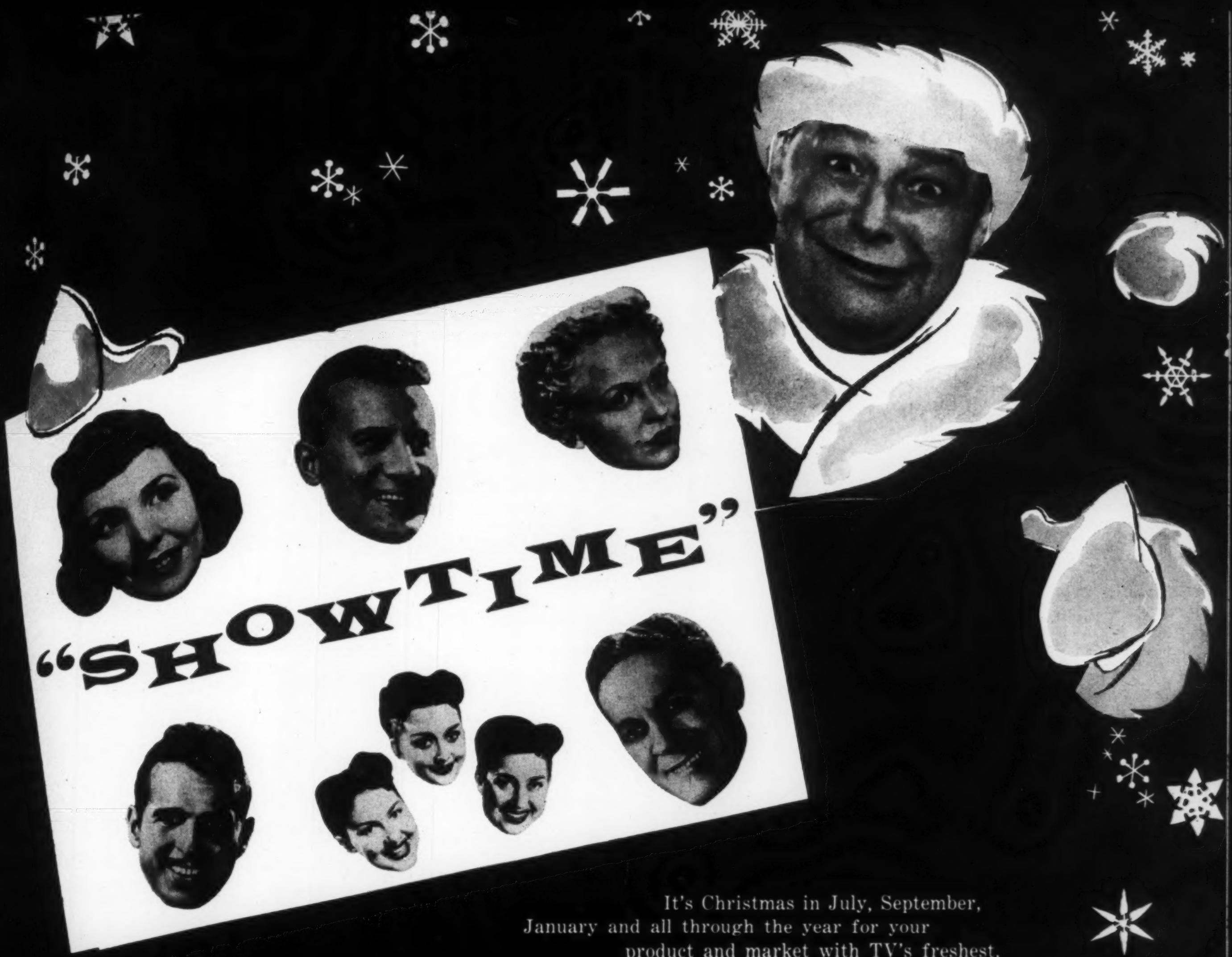
Editor: Dave Camerer

Narrator: Jimmy Powers, with guest stars, including Jack Dempsey, Gene Tunney, Earl Sande, Bobby Jones, Ford Frick and other sports personalities.

Format: One-quarter-hour program, fully transcribed.

TV MANUFACTURERS' RECEIVER TROUBLE CURES (VOL. 7), edited by Milton Snitzer. John F. Rider Publisher, 480 Canal St., New York 13. 128 pp. $1.80.

SEVENTH in a series of paper bound books dealing with specific tv set troubles, this volume presents the manufacturers' own answers to



It's Christmas in July, September,
January and all through the year for your
product and market with TV's freshest,
most exciting *new* variety revue . . . SHOWTIME.

All tied up and ready for delivery . . .

An exciting and startling new experience in TV musicals.

The greatest array of "BIG NAME" talent ever assembled for local and regional sponsorship . . . the biggest 30 minutes in television. Reads like a who's who in Show Business and delivers an entertainment package unmatched in television today. Every week a brilliant new star-studded cast works for you, delivering great songs, hilarious comedy, top orchestral arrangements and thrilling dance routines . . . Stars like: Teresa Brewer, Ralph Flanagan, Peggy Lee, Tennessee Ernie, the De Castro Sisters, Frankie Carle and many more great audience names, all M.C.'d by TV's newest comic sensation . . .

Here's a show you've been waiting for . . . a show of top network calibre kept within a low budget for local and regional sponsors.

SHOWTIME is BIG TIME . . . in every way but cost, combining all the elements that build high ratings and sizzle sponsors' sales upward.

SHOWTIME is YOUR TIME to *act* . . . for 39 great shows!

Do your Christmas shopping now!

For complete details write, wire, phone or mail the attached coupon for all facts today.

SF

STUDIO FILMS, INC.

Producers and Distributors of Television Films

380 Madison Avenue, New York 17, N. Y.
Phone: OXford 7-2590

Mail to:
STUDIO FILMS, INC., 380 Madison Avenue, New York 17, N.Y.

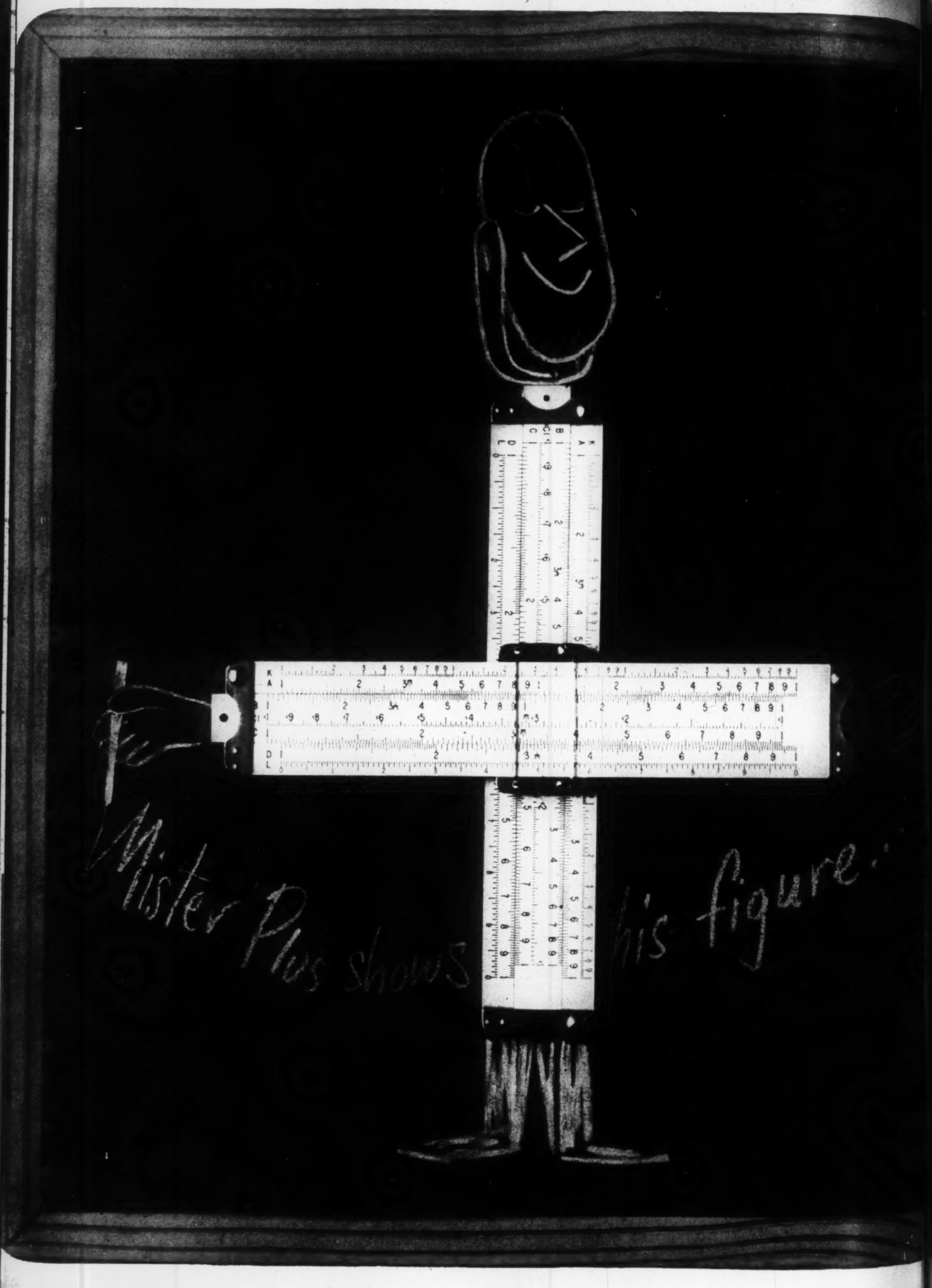
Name____________________ Title________

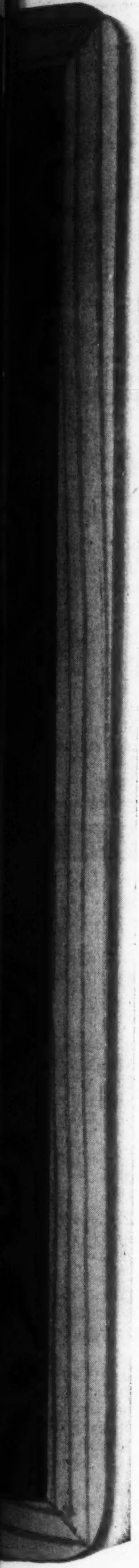
Firm____________________________

Street___________________________

City____________ Zone____ State_______

Markets interested in:__________________


Mister Plus shows his figure...



WITH A NEW KIND OF RATE CARD ...FOR A NEW KIND OF RADIO

Today there's a bigger difference than ever on Mutual—both in how much you get and how little you pay.

Nowhere else will you get such powerful local impact—through a network fabric with all the strength of "hometown" radio... or such coverage-from-within of markets both with and without television... or such a big-audience "extra" in out-of-home listening.

And nowhere will you find more for your money than in Mutual's new rate card. You can now (for example) buy 15 minutes on 557 stations for $2,970. Or a quarter-hour air-time cost for each station of only $5.34 *Or only $1.78 per commercial minute. Day or night. It's good value for Watertown or Waterbury... a bargain for Memphis or St. Jo... almost unbelievable for New York or Los Angeles.*

And it doesn't take a slide-rule to see how little 20 or 30 seconds would cost!

These low, low rates make Mutual the network of best buys in all radio today—for a sectional or national program, for maximum saturation, for large and small advertisers.

And for you, too. Ask for a "reading" on Mutual's new rate card. See how it gives your budget far more local sell—on the "plus" network...

MUTUAL Broadcasting System

Mrs. Jones, file this please

of the 27 TV shows in Memphis with a rating of 30 or better WMCT has 18*

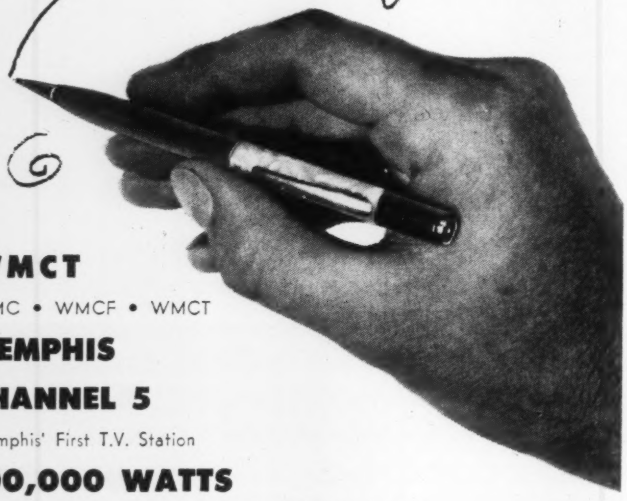
*according to March ARB

... that's 2 to 1

looks like WMCT is far and away the best buy in Memphis.

P.S. suggest check availabilities before filing.

#



WMCT

WMC • WMCF • WMCT

MEMPHIS

CHANNEL 5

Memphis' First T.V. Station

100,000 WATTS

NATIONAL REPRESENTATIVES—THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

NBC BASIC • ALSO AFFILIATED WITH ABC AND DUMONT

things that may go wrong with their receivers. Manufacturers whose tv trouble cures are included in this book are: General Electric, Hallicrafters, Hoffman, Jackson, Kaye-Halbert, Magnavox, Majestic, Mars Tv, Mattison Tv, Meck, Montgomery Ward, Motorola, Muntz, Pacific Mercury, Packard-Bell, Philco, Philharmonic, Radio Craftsmen and Raytheon.

CREDIT COURSES BY TELEVISION. American Council on Education, 1785 Massachusetts Ave., N. W., Washington 6, D. C. 50 pp. $1.

ON Feb. 21-22, 1955, 40 representatives of the more than 30 institutions that have offered college courses for credit via tv met at Kellogg Center, East Lansing, Mich., for the first conference on this field of education, held under the joint auspices of the Continuing Education Service of Michigan State College and the Committee on Television of the American Council on Education. The advantages tv brings to education and the problems involved were thoroughly discussed during the two-day meeting, reported verbatim in this booklet.

THE ARRL ANTENNA BOOK (Seventh Edition—1955), prepared by the headquarters staff of the American Radio Relay League, West Hartford 7, Conn. 344 pp. $2.

ONE of the most popular titles in the ARRL library, this new edition of the *Antenna Book* presents up-to-date information about antenna theory, design and construction and is a valuable reference work that may also be used as a text for class or home study. More than 400 photographs, drawings, charts and tables augment the text.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Remainder of July and August color schedules not yet announced.

NBC-TV

July 25	(8-9:30 p.m. EDT) *Producers Showcase,* "The Fourposter," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt and Al Paul Lefton agencies.
July 26	(7:30-7:45 p.m. EDT) *Vaughn Monroe Show.* (Also July 28, Aug. 2, 4, 9, and 11.)
July 27	(7:30-7:45 p.m. EDT) *Matt Dennis.* (Also July 29, Aug. 1, 3, 5, 8, 10, 12 and 15.) Sustaining.
Aug. 1-5	(11 a.m.-Noon EDT) *Home.* Color inserts daily at 11:45 a.m.-Noon. Participating sponsors.
Aug. 22	(8-9:30 p.m. EDT) *Producers Showcase,* "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

[Note: This schedule will be corrected to press time of each issue of B•T.]

COVERS
Michigan's major market
LIKE A TENT!

The biggest buy in radio is Michigan's Knorr Broadcasting Corporation's combined 4-station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw, is 80% of Michigan's 6-billion dollar buying power! That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music and Sports!

SAVE 10%

Cover Michigan's major market like a tent and SAVE 10% in the bargain! BUY ANY 2 OR MORE of these POWERFUL STATIONS and SAVE 10% from RATE CARD.

WKMH—Dearborn-Detroit
WKHM—Jackson, Mich.
WKMF—Flint, Mich.
WSAM—Saginaw, Mich.

WKMH
DEARBORN—DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN

WSAM
SAGINAW, MICHIGAN

Represented By Headley-Reed

The Community Stations

You Buy Michigan's Biggest Buying Power Through...

KNORR Broadcasting CORP.

It's Here! RCA's Production

1 Performs 4 Functions

MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

Only 1⅓ Racks

COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.

⅓ Less Tubes

LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.

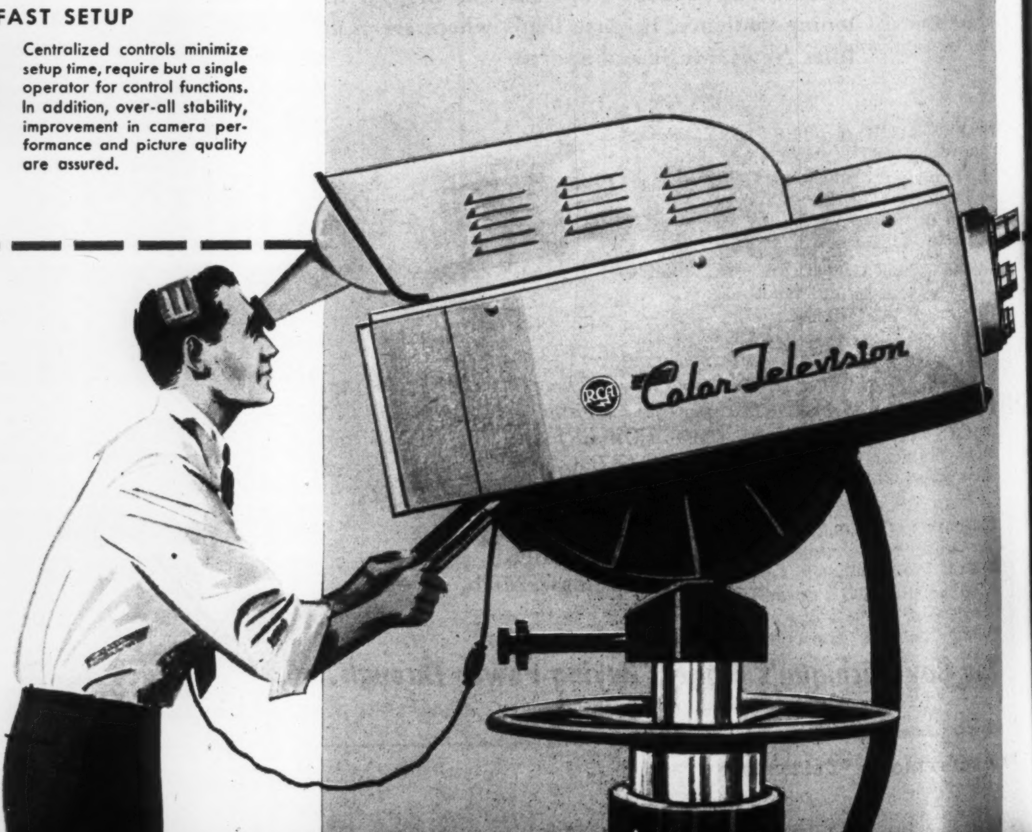
FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA TK-41 TYPE COLOR CAMERA



COLOR CAMERA TV EQUIPMENT

... with the revolutionary all-electronic

processing amplifier

which combines **all** signal processing functions in a single chassis.

12-Page Descriptive Brochure Available on Request.

KINESCOPE
OSCILLOSCOPE
OFF
ON
SHADING
OSCILLOSCOPE
PEDESTAL
GAIN
HOR PAR
HOR SAW
VERT PAR
VERT SAW
GAMMA
PANEL ILLUM
CAL 1
CAL 2
COUNT

View of Processing Amplifier with front shelf removed

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

pay less
to sell the
SOUTH BEND
MARKET—

America's 5th richest*

BERRIEN SPRINGS
DOWAGIAC
THREE RIVERS
MICH.
IND.
MICHIGAN CITY
LA PORTE
SOUTH BEND
ELKHART
LA GRANGE
PLYMOUTH
KENDALLVILLE
WARSAW
WINAMAC
ROCHESTER
N. MANCHESTER

Class "A" time rate comparison among South Bend area stations

	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

*Source: 1955 Sales Management Survey of Buying Power

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation. WSJV-TV reaches 208,000 UHF sets in this billion dollar market—*with broader coverage at substantially lower rates than any TV station in the area.*

WSJV-TV
ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., President
JOHN J. KEENAN, Commercial Manager

Your Growth Network Station

Serving
South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your
H-R TELEVISION MAN
National Representatives

The Mid-Gulf States

EDITOR

. . . Of course, it ["The Mid-Gulf States," B•T, June 27] was particularly interesting to me in that it gave such a wealth of information on my own state, Alabama. However, I always find the publication to be most interesting and informative . . .

Sen. John Sparkman (D-Ala.)
U. S. Senate, Washington, D. C.

EDITOR:

. . . I read this article with a great deal of interest. . .

Hale Boggs (D-La.)
House of Representatives
Washington, D. C.

EDITOR:

. . . We found the article most interesting and significant. We are passing on to our membership a number of quotations therefrom . . .

Yates Catlin, Dir. Pub. Rel.
American Waterways Operators
Washington, D. C.

EDITOR:

Will you kindly have ordered for us 50 additional reprints of your June 27 feature on "The Mid-Gulf States" complete with advertising.

We feel that this is an excellent job of coverage and have given it wide circulation among our regional and national accounts.

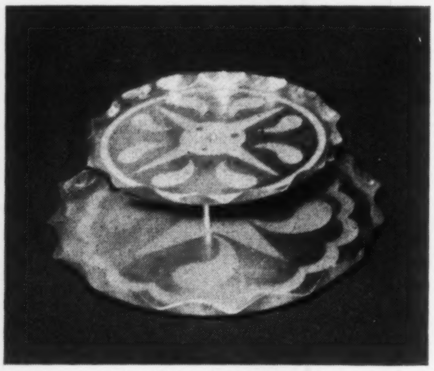
Richard C. Proctor, Merc. Mgr.
WSFA-AM-TV Montgomery, Ala.

[EDITOR'S NOTE: Reprints of the article on "The Mid-Gulf States" are available at $15 per 100 or 15 cents apiece.]

Disc-overy

EDITOR:

Do-it-yourself hobbyists can have a lot of fun with old transcriptions. Heat the plastic records, and all sorts of household novelties such as magazine racks can be made. Beautiful metal discs can be made by soaking aluminum-base discs in hot water several minutes. The coating peels right off, leaving a bright disc. I have made a post lamp for the yard, light for tropical fish tank, letter rack, book rack, fruit dishes, lazy susan etched with acid (see photo) and wall plant-holder. Anyone have any other ideas?



Disc Into Lazy Susan

Arthur C. McCracken, Mgr.
WGPA Bethlehem, Pa.

Tv Down Under

EDITOR:

. . . We have always been keenly interested in your publication and now that tv is about to be established in this country we are finding B•T an invaluable reference . . .

K. W. Brown
Amalgamated Wireless (Australasia) Ltd., Sydney, Australia

WIRY Has No Wired-Music

EDITOR:

A point of inquiry: from what source did you get the following words in your story on our two applications [for daytime radio stations in Chateaugay and Lake Placid, N. Y.] filed with the FCC July 6: ". . . and have wired-music interests" [B•T, July 11]?

Your magazine is always *so* correct, I am sure this is not your error, but must be corrected because, as president and general manager of WIRY and chairman of the board of WIRI (TV), there are *no* interests whatsoever in wired-music . . .

Joel H. Scheier, Pres.
WIRY Plattsburg, N. Y.

[EDITOR's NOTE: B•T regrets the error in misidentification of WIRY and wired-music, caused by a mix-up in a reporter's notes.]

Constructive Force

EDITOR:

I have long been an admirer of BROADCASTING • TELECASTING . . . Your understanding editorials on the industry are one of the great constructive forces. My congratulations to you for the fine job you are doing.

H. L. Hoffman, President
Hoffman Electronics Corp.
Los Angeles
(President, RETMA)

Questionable Conduct

EDITOR:

So much is written and talked about in connection with national rating services that I couldn't help but be a little amused, and frankly surprised, at an experience which I had last Wednesday at my home.

At about 5:30 in the evening I had just walked into the house when the front door bell rang and I answered it. It was a young woman who said that she represented one of the well known rating services and "was conducting a survey."

I invited her in but she pointed out that it would not take long enough to bother, so our conversation took place through the screen door.

She asked if any one in our home had listened to the radio the day before and at what time. My answers to her questions were affirmative. She asked if I remembered to what station I listened to and I told her.

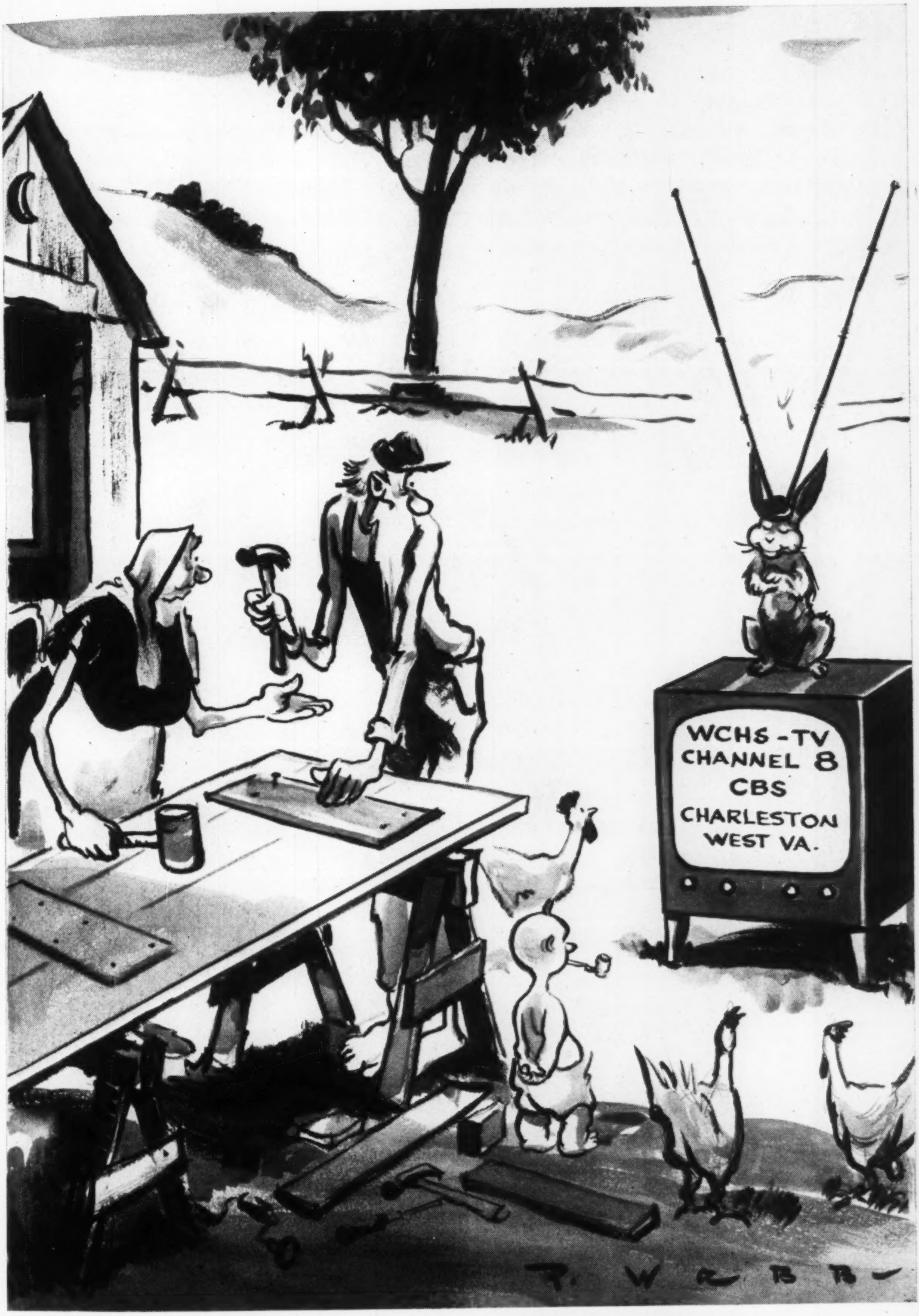
She then asked whether any one watched television the day before and I answered affirmatively. Again she asked what time the television set was viewed. Mind you, this was all on the basis of pure memory of viewing and listening activities of the day before . . . some 36 hours prior to the time of the interview. She asked no questions concerning the program, heard or seen, asked no information to authenticate my statements, and left after asking my name.

Is this a survey?

When you have an experience like this you can't help but wonder how such random and inadequate questioning can serve as the foundation for a rating service used in many instances as a yardstick in spending tens of thousands of dollars of advertising money!

It just didn't make much sense to me. Maybe it will to you.

R. G. Winnie, Asst. Gen. Mgr.
WTMJ-AM-TV Milwaukee, Wis.


WCHS-TV
CHANNEL 8
CBS
CHARLESTON
WEST VA.
R. WEBB

"B'rer's been mighty uppity since he got the job."

..."the perfect family entertainment!"

(The New York Times, August 16, 1947)

The New York Times said it eight years ago, and it is just as true today in syndicated television as it was then of the motion picture version. On stage, in print, on the screen or on television... *Life with Father* is "perfect family entertainment." And now, for the first time, it's available to all stations for local or regional sponsorship, on a syndicated basis... through CBS Television Film Sales. Probably the best-known dramatic property of modern times, *Father* needs no pearly-worded description. A few capsule statistics tell its story. It was the longest-running play in Broadway history, grossing close to $10,000,000 in 3,224 performances. The movie grossed another $6,250,000. The book sold more than 2,000,000 copies. And *Life with Father* on the CBS Television Network played to an average of more than 8,000,000 people per broadcast during the past season!* Starring Leon Ames and Lurene Tuttle, *Life with Father* is a prestige-packed syndicated film series suitable for almost any time period and any sponsor... in fact, the perfect vehicle for selling the families in your sales areas. Get details from...

CBS Television Film Sales, Inc.

New York
Chicago
Los Angeles
Detroit
San Francisco
Boston
St. Louis
Dallas
Atlanta
In Canada:
S. W. Caldwell, Ltd., Toronto

**ARB viewers per set applied to NTI homes, October 1954—April 1955.*

MARCHIN' thru GEORGIA
WMAZ-TV 13
WMAZ-RADIO 940
13

Here's our Jimmy Vinson, Middle Georgia's jam-up, top-notch, really outstanding disc jockey. (Fred Robbins had him on "Disc Derby" not long ago). Jimmy's been spinning records round these parts for nearly 12 years. Right now he's heard at the mike over WMAZ Radio from 7 till 10 each morning and from 4 to 6 every afternoon.

Jimmy's a Georgia boy, active in his church, with the PTA and his Cub Scout pack. When it comes to radio, he knows his stuff, and he knows what Middle Georgians like. And best of all, his bright cheery voice is one that radio listeners round here have taken a hankerin' to.

JIMMY VINSON

Listeners? Just look at the ratings! Jimmy's range from 50% to 66% in the city of Macon alone. Out in the area, Jimmy has more listeners than any other TEN radio stations combined in 22 Middle Georgia counties.

You want the radio audience in Middle Georgia? Jimmy Vinson is your one best buy. See Katz about getting on one of Jimmy's shows.

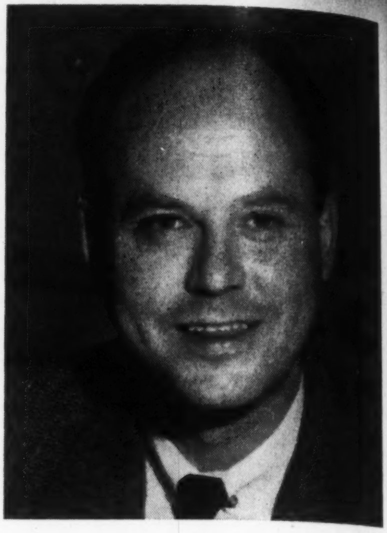
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to JOSEPH MICHAEL BAISCH



JOSEPH M. BAISCH, a youthful, fireball ex-theatre executive, has long felt that television and the major film firms have enough of a denominator in common to consummate a "permanent and happy marriage."

To his colleagues at WREX-TV Rockford, Ill., Mr. Baisch is probably best recognized for his alert, straightforward and enthusiastic demeanor as general manager of a successful station in a mixed vhf-uhf two-station market.

To a man who once lived the theatre and booked top stage acts, success has come slowly and with deliberation characteristic of painstaking work. It derived from the drawing boards of WREX-TV in 1951 before the vhf ch. 13 outlet went on the air.

"We didn't have the economic picnic that the early pioneer stations had but we had the economic headaches, followed by a month-to-month growth," Mr. Baisch recalls. Tangibly speaking, WREX-TV already has recorded a 25% boost in advance billings for this fall over a similar season in 1954.

Born and reared in Ironwood, Mich. (Dec. 7, 1918), Joseph Michael Baisch has spent most of his adult life in Wisconsin. He started in the theatre as an usher while in high school at the modest pay of 25 cents per hour. Later he became a doorman, chief of service, assistant manager and finally, at the tender age of 18, manager of the Strand Theatre in Green Bay, Wis. After cutting his teeth on promotion, production (of style shows) and talent activities, he managed the Gateway Theatre in Kenosha, Wis.

Attended Marquette

Mr. Baisch entered Robert A. Johnston College of Business Administration at Marquette U. in Milwaukee in 1940. He carried a full course while managing the Regal Theatre there and also found time to win a middleweight boxing championship.

Mr. Baisch became Pvt. Joe Baisch in the Air Corps in August 1941—but not without a struggle. He had been cleared by the draft board and was armed with a letter to join the 82d Observers Squadron only to find it was on maneuvers in Oregon and Washington. A showman to the core, young Baisch finally got the Air Corps to listen to his plea for enlistment by canvassing San Francisco's Presidio.

After a promotion to sergeant, Air Corpsman Baisch applied for cadet pilot training, winning his wings at Ellington Field, Houston, Tex., in December 1942. Three months later he was on his way overseas, assigned as a bomber pilot. He participated in campaigns in North Africa, Sicily, the Middle East and southern France.

Upon his return to the U. S., officer Baisch became squadron commander at Logan International Airport in Boston. He was decorated with the Distinguished Flying Cross, the Air Medal with seven oak leaf clusters and the Presidential Distinguished Unit Citation.

Returning from the theatres of war to the theatre of entertainment, Mr. Baisch resumed his studies at Marquette and worked nights and weekends as house manager of the Riverside Showcase Stage Theatre. He was appointed district manager for Standard Theatres and later head film buyer and supervisor and booking supervisor for the chain's 36 theatres. (Among the personalities he booked: Jackie Gleason, Lucille Ball, Red Skelton, Gene Autry and others who now appear on tv.)

Like many another theatre executive, Joe Baisch was quick to sense the handwriting on the wall with respect to television. In 1949, as general manager of Gran Enterprises Co., Milwaukee, he helped coordinate exhibits for presentation to the FCC and aided in planning of projects involving tv stations in Duluth and Green Bay as well as WREX-TV and WTVW (TV) Milwaukee. Mr. Baisch was appointed assistant general manager and elected a director of Milwaukee Area Telecasting Corp., originally licensee of WTVW before it was purchased by the Hearst interests.

He became general manager of WREX-TV when it began commercial operation on Sept. 18, 1953, thus seeing his "paper plans" come to life after hours of diligent preparation.

Under Mr. Baisch and President L. E. Caster, the station has adopted the philosophy that a tv station can be successful only by serving as a strong instrument for local community expression. Along with the directors and 32 community leaders who hold stock in WREX-TV, Mr. Baisch is a stickler for "morality in business dealings" and "integrity of the rate card."

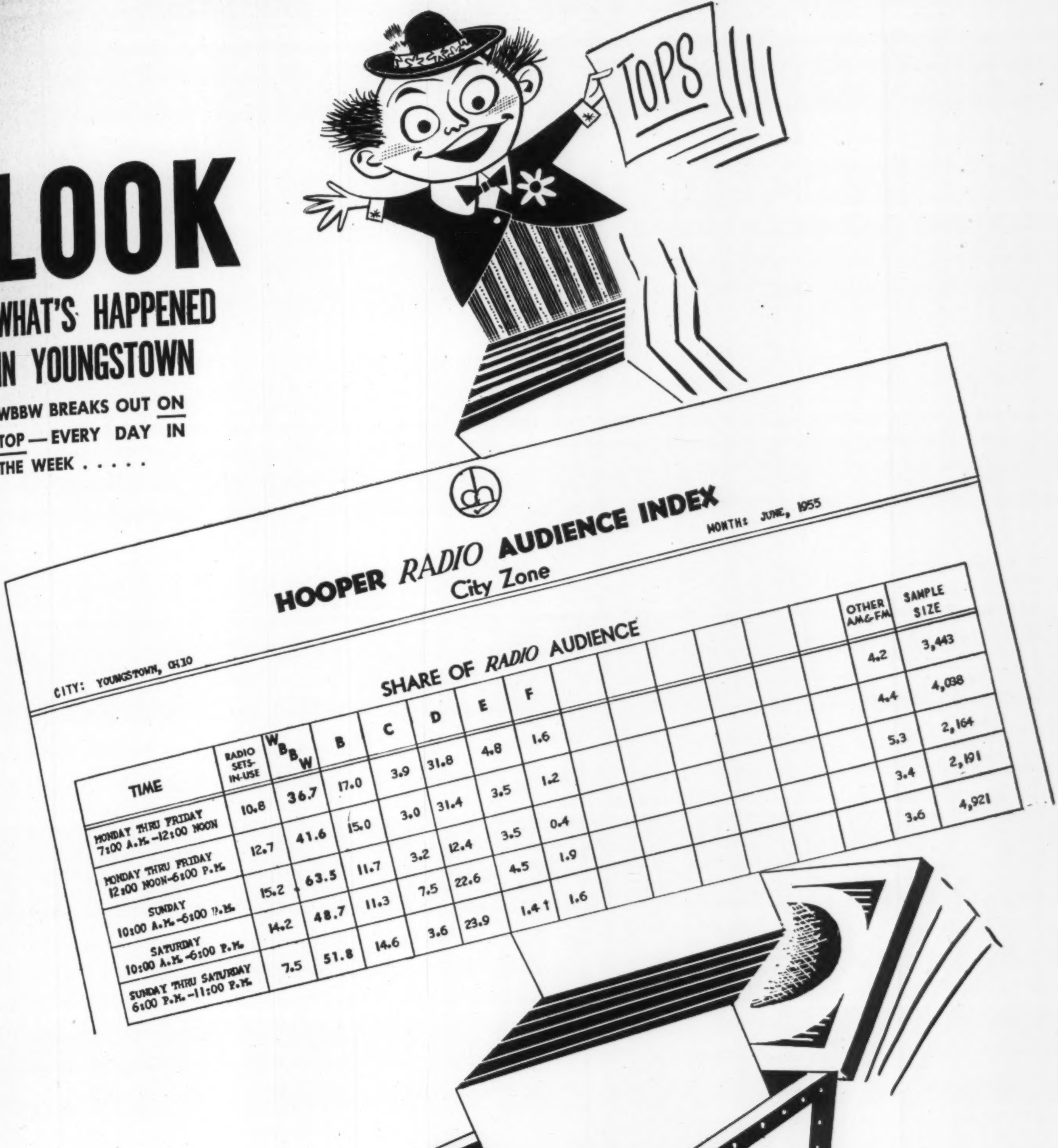
Mr. Baisch feels that one of his toughest chores has been to convince agency timebuyers and film distributors that Rockford "is not a suburb of Chicago" and is, in fact, a distinctive market unto itself in "the country's richest farm belt." The Rockford market actually comprises Freeport, Beloit, Janesville, Monroe, Belvedere, Sycamore, Dixon, Sterling and De Kalb. WREX-TV currently programs something less than 100 hours weekly with over 40 devoted to CBS shows.

Mr. Baisch, his wife Carole and their two daughters (Heidi, 8, and Lisa, 5) live in a brand new contemporary ranch house in the suburbs of Rockford. It is modeled after the WREX-TV building itself even to the same color bricks. Mr. Baisch's hobby is travel.

LOOK

WHAT'S HAPPENED IN YOUNGSTOWN

WBBW BREAKS OUT ON TOP — EVERY DAY IN THE WEEK . . . . .



HOOPER *RADIO* AUDIENCE INDEX

City Zone

CITY: YOUNGSTOWN, OHIO

MONTH: JUNE, 1955

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS-IN-USE	WBBW	B	C	D	E	F	OTHER AM&FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	10.8	36.7	17.0	3.9	31.8	4.8	1.6	4.2	3,443
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	12.7	41.6	15.0	3.0	31.4	3.5	1.2	4.4	4,038
SUNDAY 10:00 A.M.-6:00 P.M.	15.2	63.5	11.7	3.2	12.4	3.5	0.4	5.3	2,164
SATURDAY 10:00 A.M.-6:00 P.M.	14.2	48.7	11.3	7.5	22.6	4.5	1.9	3.4	2,191
SUNDAY THRU SATURDAY 6:00 P.M.-11:00 P.M.	7.5	51.8	14.6	3.6	23.9	1.4 †	1.6	3.6	4,921

WBBW

YOUNGSTOWN OHIO

• REPRESENTED BY WEED & CO.—THE MAHONING VALLEY BROADCASTING CO., YOUNGSTOWN, OHIO

FIRST

IN RADIO!

FIRST

IN TV!

KWFT-TV

CHANNEL 6

in Wichita Falls

Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

WALTER BOWE

on all accounts

"IF YOU WANT to get an idea of how fast things move and change in our business," says Walter Bowe, timebuyer at Sullivan, Stauffer, Colwell and Bayles, "just pull out a recommendation dated a couple of years back. Whether it dealt with spot or network, whether it was accepted or turned down, I'll bet you'd find that you'd have to write it differently today even though every statistic and prediction has since panned out.

"As a further check, try to recall the people—agency and sales personnel—involved in the proposal, and invariably a good percentage will now be in new surroundings. Of course, much of this is a result of just plain progress, but the fact that things never sit still in radio and television has a great deal to do with it.

"Mass programming changes, research sources going in and out of business, new stations, affiliation switches, new sales patterns.... It's a job trying to keep up to date.

"You can't complain, though, because these are all indications of a healthy competitive picture and a good business period."

Mr. Bowe is a seven-year member of the timebuying fraternity. He is a Navy veteran and a graduate of Syracuse U., where he was a sports reporter for the campus daily and a script writer for WAER.

His business history covers four years at Benton & Bowles servicing P & G, General Foods and Best Foods. From there he went to Hewitt, Ogilvy, Benson & Mather, on Lever Bros., Sun Oil, Chase National Bank and Helena Rubenstein cosmetics; then to NBC and network tv sales development. Since November of last year he has been at SSC&B on Pall Mall, Half & Half, Speidel, Lever Bros., Vim and the American Petroleum Institute.

The principal buying activity of the moment is clearing for Pall Mall's new *M-G-M Parade* on ABC-TV, 8:30 p.m. Wednesdays. This program joins *The Big Story, Douglas Edwards With the News* and *Make Room for Daddy* as the network effort for Pall Mall. Speidel is a participating sponsor on NBC's *Caesar's Hour* and American Petroleum has scheduled a telecast Oct. 9 to promote Oil Progress Week.

Mr. Bowe's hobbies are carpentry, fishing, writing and rooting for the Yankees.

"The family is assuming rather large proportions," reports Mr. Bowe. "We have three little Yankees—Casey, 4, Clippper, 3, and Tommy, 1½—and expect the clean-up hitter any moment. My wife, Mary, was also my secretary at Benton & Bowles, and a darn good one. Now she's boss at home in Peekskill (N. Y.)."

s

of how fast
siness," says
an, Stauffer,
it a recom-
years back.
ork, whether
ll bet you'd
rently today
ediction has

he people—
lved in the
centage will
ourse, much
rogress, but
n radio and
h it.
, research
ss, new sta-
patterns. . . .

cause these
competitive
"

ber of the
avy veteran
ere he was
daily and a

r years at
G, General
re he went
r, on Lever
Bank and
n to NBC
nce Novem-
&B on Pall
Bros., Vim
te.
he moment
-M *Parade*
This pro-
s *Edwards*
Daddy as
peidel is a
sar's Hour
led a tele-
Week.
ry, fishing,

ge propor-
three little
d Tommy,
r any mo-
ecretary at
one. Now
Y.)."

looking for coverage?...

look to wfmy-tv!

For more and better coverage—for cackling good sales results—make sure you include WFMY-TV. WFMY-TV is the *only* TV station completely covering the Prosperous Piedmont section of North Carolina and Virginia.

Telecasting to some 2 million people in this prosperous 46 county area of the South, WFMY-TV gives you coverage that no station—or group of stations—dares claim.

With full 100,000 watts power plus nearly 6 years experience in local and CBS network programming—WFMY-TV is the only station spreading its feathers over this *entire* $2.3 billion market.

To get cackling good sales results for your product in the Prosperous Piedmont, **call your H-R-P man today.**

CBS

Now In Our Sixth Year

wfmy-tv

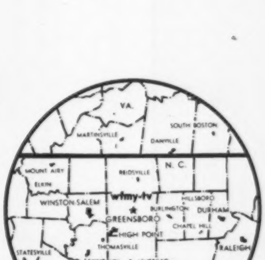
Channel 2

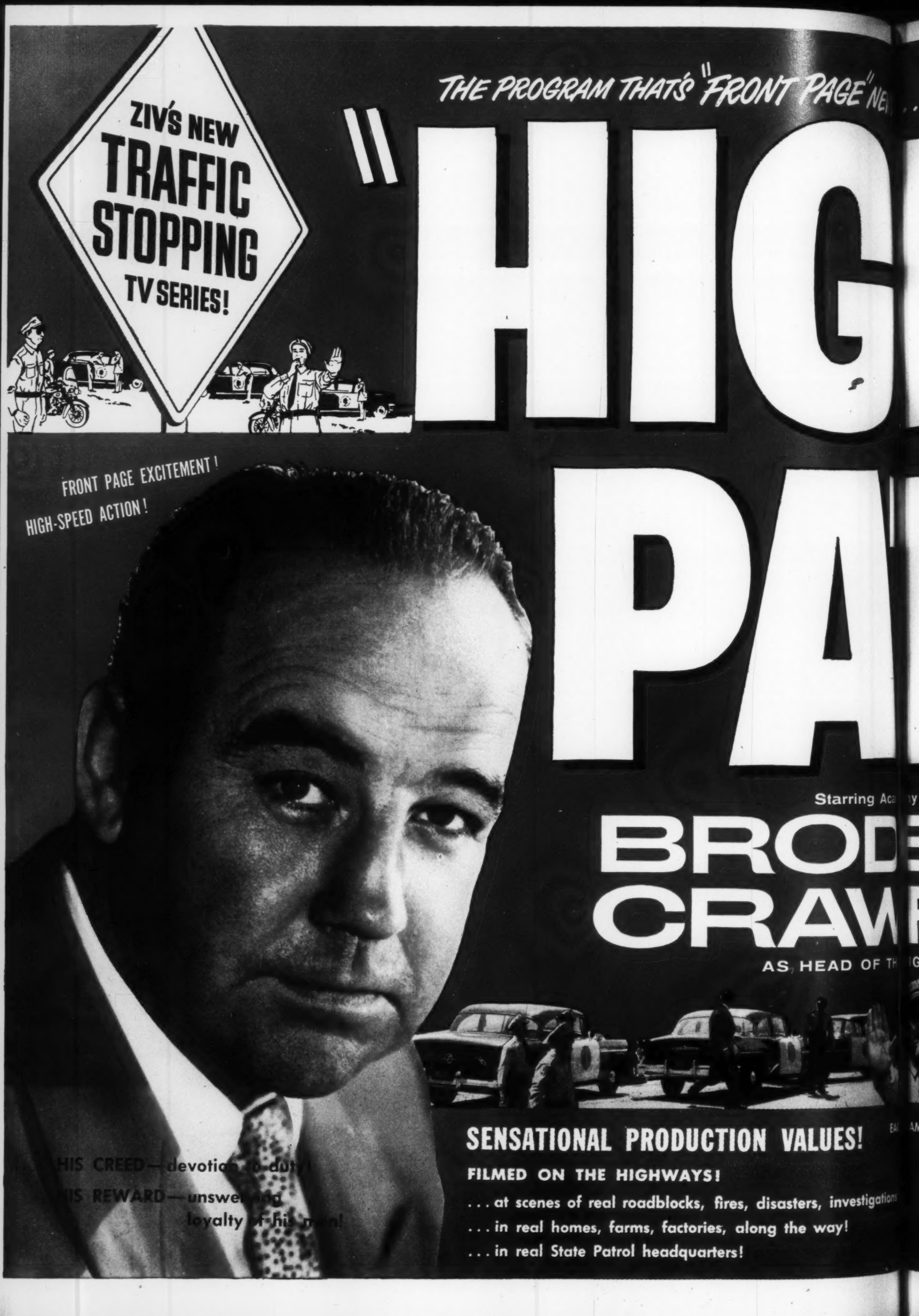
GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco


VA.
SOUTH BOSTON
MARTINSVILLE
DANVILLE
N. C.
MOUNT AIRY
REIDSVILLE
ELKIN
wfmy-tv
HILLSBORO
WINSTON-SALEM
BURLINGTON
DURHAM
GREENSBORO
CHAPEL HILL
HIGH POINT
THOMASVILLE
RALEIGH
STATESVILLE
LEXINGTON
ASHEBORO
SALISBURY
SANFORD
KANNAPOLIS
CARTHAGE
ALBEMARLE
TROY



THE PROGRAM THAT'S "FRONT PAGE" NE

"HIG
PA

FRONT PAGE EXCITEMENT!

HIGH-SPEED ACTION!

Starring Aca y

BROD
CRAW

AS HEAD OF TH IG

EA AM

SENSATIONAL PRODUCTION VALUES!

FILMED ON THE HIGHWAYS!

. . . at scenes of real roadblocks, fires, disasters, investigations

. . . in real homes, farms, factories, along the way!

. . . in real State Patrol headquarters!

HIS CREED—devotion to duty!

HIS REWARD—unswerving loyalty of his men!

"NEV . . EVERY DAY! BASED ON THE EXPERIENCES OF STATE TROOPERS IN ALL 48 STATES!

HWAY
TROL"

FEATURING A HIGHLY COLORFUL LAW ENFORCEMENT AGENCY *IN ACTION!*

g Aca ny Award Winner

DERICK
MFORD

F TH IGHWAY PATROL

HIGH-OCTANE ADVENTURES OF MEN OF SKILL AND DARING . . . stories that bring viewers back week after week.

DEDICATED TO THE HIGHWAY PATROL OF EVERY STATE the men whose daily assignment is HEROISM!

AUTHENTIC! TECHNICAL SUPERVISION BY STATE HIGHWAY PATROL OFFICERS!

EA AMATIC HALF-HOUR A COMPLETE STORY!

- NEWEST TV CAMERA TECHNIQUES!
- IMAGINATIVE DIRECTION!
- DRAMATIC MUSIC!
- AUTHENTIC STORIES!

ations

GIGANTIC SAFETY COUNCIL TIE-INS.

ZIV *Television*

AUDITION THIS FAST-MOVING SALES VEHICLE. WIRE, PHONE OR WRITE TODAY.

CINCINNATI NEW YORK HOLLYWOOD

More
North Carolinians
Listen to

WPTF

Than to
Any Other
Station*

* SOURCE: NEILSEN COVERAGE SERVICE

WPTF

680 KC 50,000 WATTS

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

North Carolina's Number One Salesman
in the South's Number One State

R.H.MASON, General Manager
GUS YOUNGSTEADT, Sales Manager

National Representative FREE & PETERS

FO
IN

-
-
-
-
-
-

THE F
Republi
investig
request

The
a prop
Wash.)
Foreig
basic s
ways,
project
tee's o

The
investi
preced
were t

• T
plans
Nover
in co

• F
drasti
a mo
advoc
Chica
kets,
to co

•
charg
netw
Broa
phia
NBC
The
ing
TV
WK
fire

•
nort
nud
mur
Con
to
Fro
up

•
for
a m

BR

BROADCASTING TELECASTING

July 25, 1955

Vol. 49, No. 4

FORD FUND MAY HELP SENATE IN SWEEPING PROBE OF TV

- **Philanthropy may spend $250,000 on basic study**
- **New team will run Magnuson network-uhf exploration**
- **Meanwhile, Doerfer seeks to make big cities all-uhf**
- **As FCC grants another vhf in Pittsburgh**
- **And extends vhf coverage in East by raising tower limits**
- **NBC-Westinghouse swap hangs fire on question of monopoly**

THE Ford Foundation-sponsored Fund for the Republic may undertake a quarter-million-dollar investigation of broadcasting, at U. S. Senatorial request, B•T learned last week.

The Fund reportedly is seriously considering a proposal by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, to conduct a basic study of control and operation of the airways, with emphasis on television. The Fund's project would augment the Commerce Committee's own investigation of tv.

The possibility of a Fund for the Republic investigation came to light in a week of unprecedented government interests in tv. These were the major developments:

• The Senate Commerce Committee made plans to start public hearings on television next November, with new and possibly tougher men in command.

• FCC Comr. John C. Doerfer proposed a drastic plan to give uhf a shot in the arm. In a motion introduced to the Commission, he advocated turning big cities like New York, Chicago and Los Angeles into uhf-only markets, using vhf stations with their wider range to cover less thickly populated areas.

• The FCC ordered a staff inquiry into charges that NBC, by threatening to shut off network programs, coerced Westinghouse Broadcasting Co. into trading its prize Philadelphia properties, WPTZ (TV) and KYW, for NBC's WTAM and WNBK (TV) Cleveland. The Commission also said it might set a hearing on NBC's application to buy ch. 17 WBUF-TV Buffalo. NBC's earlier purchase of ch. 30 WKNB (TV) New Britain, Conn., still hangs fire before the FCC.

• In a move to extend vhf coverage in the north-east and north-central region, the FCC nudged up the limit on tower height for maximum power. Until last week's action, the Commission would not permit maximum power to be used on towers higher than 1,000 feet. From now on, maximum power can be used up to 1,250 feet.

• Despite the advocacy of Comr. Doerfer for uhf-only in major cities, the FCC granted a merger application for ch. 11 in Pittsburgh, one of the cities which Mr. Doerfer suggested for transformation to uhf.

• FORD IN TV'S FUTURE?

A NEW approach and a new cast of principals for the Senate Commerce Committee's investigation of television are foreshadowed with the expected resignation this week of Sidney Davis, New York attorney, as majority counsel for the committee after a tenure of only four months.

Simultaneously, B•T learned that the Ford Foundation's Fund for the Republic looks with favor on the proposal of Committee Chairman Warren G. Magnuson (D-Wash.) that it undertake fundamental research into freedom of speech in broadcasting, political broadcasting and even the subscription television issue. There were indications that a $250,000 appropriation would be made for this purpose.

SEN. John O. Pastore, fiery Democrat, may take charge of Magnuson tv hearings.

Senator Magnuson is expected to name a successor to Mr. Davis prior to the Congressional adjournment expected late this month or early next. Among those understood to be under consideration are Joseph M. Kittner, assistant chief of the FCC's Broadcast Bureau, who on Aug. 1 would be transferred to a similar position in Safety & Special Services Bureau. Mr. Kittner is a 14-year veteran of the FCC. If he is selected for the Senate post, it probably would be on a leave of absence basis, so that his Civil Service status would not be affected.

Chairman Magnuson still has in mind the launching of public hearings this fall, probably by November, but indications are that the brunt of this will be borne by Sen. John O. Pastore (D-R. I.), next-ranking majority member and chairman of the Communications Subcommittee. Mr. Pastore, an attorney and a former governor of Rhode Island, is one of the Senate's most dynamic members and is of the liberal Democratic school.

Chairman Magnuson originally had planned to preside during the entire investigation and it is still his purpose to have the television inquiry conducted by the full committee. His preoccupation with other committee activities, however, may force him to relinquish the bulk of the hearing session to Mr. Pastore, who, as top ranking Democrat, automatically would take over the gavel, aside from his chairmanship of the Communications Subcommittee.

Mr. Davis, on leave as a senior partner in the law firm of Phillips, Nizer, Benjamin & Krim, will submit his resignation to Chairman Magnuson this Friday (July 29). Health, it is understood, is the principal reason. But it is believed there were other frustrations, including what was described as the "solid wall of Republican resistance" stemming from Sen. John W. Bricker (R-Ohio), ranking Republican member and chairman of the committee at the time the inquiry plan was launched last year.

Mr. Davis is suffering from a dislocated spinal disc and plans to enter a New York hospital next week to undergo traction treatment preparatory to determining whether surgery is necessary. A 37-year-old bachelor, Mr. Davis last year was chief counsel of the Senate Monopoly Committee which conducted the Dixon-Yates power investigation. A well-known trial attorney, he had been persuaded by Senator Magnuson to take over the Commerce Committee's inquiry as the successor to Harry M. Plotkin, Washington attorney and former assistant general counsel of the FCC.

The frustrations encountered by Mr. Davis were not enumerated publicly. Certain committee sources, however, said that proposals advanced by Mr. Davis met with virtually automatic opposition of the Republican minority. The major networks are known to have opposed Mr. Davis' line of approach to the inquiry.

Sen. Magnuson, prior to his departure last Friday for a quick trip to the West Coast, said he knew of Mr. Davis' plan to resign and regretted that the condition of his health precluded his continued service. He commented, however, that Mr. Davis "has laid a pretty good foundation for the committee" and that the work he has started can go forward under a new counsel.

Sen. Magnuson pointed out that former Sen.

Clarence C. Dill, of Washington, co-author of the original Radio Act of 1927, is working with the committee as a consultant on changes in the present 1934 law and that legislation to this end might be introduced when Congress reconvenes next January. He doubted whether Sen. Dill would be willing to undertake the majority counselship.

Sen. Magnuson said that Sen. Pastore planned to be in Washington state in mid-October for hearings on Alaskan transportation. He said that during this trip, he would outline with the Rhode Island senator the pattern for the public hearings which should get underway in November.

Sen. Magnuson said he was highly encouraged over the attitude of the Ford Foundation on his proposed new technique of having such agencies conduct fact-finding studies for the benefit of Congress and without cost to it. About a month ago, Chairman Magnuson discussed this project with Dr. Robert M. Hutchins, head of Ford's Fund for the Republic, particularly with a view to a study of Sec. 315 of the law regarding political broadcasting and related aspects.

In subsequent conversations, the area was broadened to include free speech, conveyance of ideas by radio-tv and the subscription tv issue. Sen. Magnuson expressed extreme optimism about approval of the project with an appropriation of $250,000. The committee itself has funds for investigatory purposes of only $200,000 and the bulk of this has been earmarked for the television inquiry.

MR. DAVIS

At the time conversations were initiated with Ford Foundation, Sen. Magnuson also authorized Mr. Davis to negotiate with the Carnegie Foundation to research a project dealing with censorship (Sec. 326 of the Act). He said no final decision had been reached on this and that he proposed to explore the matter further with Dr. Vannevar Bush, president of Carnegie Institution of Washington and trustee of Carnegie Corp. of New York. Some question had arisen, he said, as to whether the censorship study fell within the purview of Carnegie's charter and that the suggestion had been made that other foundations be contacted in that regard.

MAKE BIG CITIES UHF?

A BOLD proposal to de-intermix major metropolitan cities such as New York, Chicago, Los Angeles and others by making them all uhf was laid before the FCC last week by FCC Comr. John C. Doerfer [Closed Circuit, July 18].

The Wisconsin Republican made his proposal in a formal statement offered at last Wednesday's regular Commission meeting, (see text, page 33).

The recommendation, which actually proposed only the revision of New York channels from the present seven vhf to seven uhf, was passed over without official action by the Commission.

It remains, however, an unfinished business.

Mr. Doerfer also recommended that all pending cases involving grants ready for decision, but which have been held up because of consideration of de-intermixture petitions, be made final immediately.

In discussing his admittedly radical suggestion, Mr. Doerfer made it clear that he meant this to apply to all major centers, including New York, Philadelphia, Los Angeles, Chicago, Cleveland, Detroit, Boston, Pittsburgh and St. Louis.

Mr. Doerfer's statement, amplified for B•T by the former Wisconsin Public Utilities Commission chairman, is based on the belief that uhf is either capable of doing the job or it isn't.

If it is good enough to perform its functions, then it ought to be accepted for big city operation, Mr. Doerfer believes.

It is in the larger metropolitan areas, where there is a heavy density of population and a smaller geographic area to be covered, that uhf's "urban" coverage should work best, Mr. Doerfer figures.

HIS BILLION DOLLAR BABY

HERE's what it would cost set owners in a few major cities if proposals of FCC Comr. John C. Doerfer (above) went through. Comr. Doerfer's suggestion that New York City be made all uhf affects 4,730,000 vhf tv sets estimated in the metropolitan area as of the beginning of July. This would entail, he said, $500 million for conversion. This works out to a little more than $100 per conversion.

The July estimates for vhf receivers in other cities mentioned as possibilities for de-intermixture are as follows:

Chicago	2,237,900
Los Angeles	2,130,181
Philadelphia	2,105,636
Detroit	1,590,000
Boston	1,315,246
Cleveland	1,200,000
Pittsburgh	1,134,110
St. Louis	785,162

Using Comr. Doerfer's figure of $100 per set conversion, this would total a $1.7 billion outlay by the public if the nine cities referred to above all were changed to uhf-only.

This move would permit the use of vhf channels in those areas which require wide area coverage in order to encompass less dense populations, he pointed out.

"Since stations stand or fall economically on their population coverage, this should be the best method of utilizing both vhf and uhf," Mr. Doerfer said.

He also emphasized that both frequency bands must be used if tv is to become a nation-wide, competitive system.

Mr. Doerfer feels, he said, that current requests for de-intermixture—to establish all-uhf communities—do not go far enough. Commission approval of de-intermixture in the five pending cases—or even in the dozen additional petitions pending FCC action—would just leave "islands" of uhf, Mr. Doerfer declares, with no assurance that this would do any good for uhf as a whole throughout the country.

Mr. Doerfer explained that he was looking for some "candid" expressions from the experts on uhf. He plans, he said, to have his own staff do some engineering studies to bolster his beliefs, but he also would like expert engineering analysis to aid in determining what to do about uhf.

"If it's surgery we need, then we ought to perform the operation," he said. Otherwise it's just "dibs and dabs."

Basis of Mr. Doerfer's thinking is the economics of telecasting. This follows the recommendation of Comr. Rosel H. Hyde that the Commission should re-examine the tv allocation plan in the light of the economics of broadcasting [Closed Circuit, July 11].

Mr. Hyde's suggestion was made to his fellow commissioners two weeks ago (see text, page 33).

The former FCC chairman also urged that such measures as selective de-intermixture, lowering the separation standards, and "greater emphasis on market areas rather than assignments to particular cities" should govern.

That the economics involved in broadcasting are playing a greater and greater role in the commissioners' thinking during the last few weeks was pointed up by the sudden popularity of a 19-year-old report by then FCC Chief Engineer T. A. M. Craven. This 1936 report dealt with the social and economic aspects of frequency allocation.

Mr. Craven's point was that the FCC should take into account economic forces when allocating broadcast stations. In this way, he said, cities needing more channels could have them, while stations in smaller communities would be protected from oversupply and resulting economic insecurity.

The Commission's deliberations on allocations stems from the current inability of many uhf stations to succeed financially.

Pending before the Commission are five petitions seeking de-intermixture to make them all uhf. These cities are Albany, N. Y.; Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill. In four of these cities, the lone allocated vhf channel has not yet been granted, although hearings have been held for it, and in some cases an initial decision is outstanding. In Albany, one of the proposals is to delete the existing station's license on a vhf channel. The FCC heard oral argument on these cities earlier this month [B•T, July 4].

During the NARTB convention last May, Comr. Robert E. Lee suggested a method of reallocating broadcast and other services in the band between 50 mc and 900 mc, leaving tv in the vhf band between 60 mc and 342 mc [B•T, May 30].

Earlier, Comr. Robert T. Bartley urged a sweeping reconsideration of all allocations in the vhf and uhf bands.

A long-range look at the spectrum has been advocated by the Joint Technical Advisory Committee [B•T, June 27].

A group of engineers, chosen by the Senate Commerce investigating staff, was formed last month to prepare a recommendation on the subject of uhf and vhf allocations [B•T, June 27]. The Senate committee is studying telecasting, including the de-intermixture problem.

HOW DOERFER, HYDE FEEL ABOUT DE-INTERMIXTURE

Here is text of Comr. Doerfer's motion on conversion of big cities to uhf-only:

RECENT petitions to deintermix certain markets—Madison, Wisconsin; Peoria, Illinois; Evansville, Indiana; Hartford, Connecticut; and Albany-Schenectady-Troy, New York—and a suggestion that the Commission re-examine its allocation rule indicate substantial delays in five or more petitions for television licenses now ripe for decision.

After considering all of the statements and reports submitted at the Potter hearings, pending petitions to deintermix, and the suggestions of Commissioner Hyde, I have concluded that no substantial aid can be given to a full implementation of the uhf portion of the broadcast spectrum without drastic revision of the allocation table.

I move that the Commission adopt the following course:

1. Make immediate and final determination of all cases now ready for decision but being held in abeyance because of the deintermixture petitions.

2. Instruct the staff to prepare a proposed rule looking toward the deletion of all vhf channels in the city of New York and substitute in lieu thereof all uhf channels.

My reasons for these proposals are as follows:

1. It is manifestly unfair to single out a few communities which happened to be at the tail end of the priority hearing order for an experiment which gives little promise of making any substantial contribution to the objectives of the Sixth Report and Order (1952). Deintermixture, as suggested in recent oral arguments, is admittedly a small contribution and certainly a speculative contribution in the overall uhf problem.

2. Speculation inherent in the Sixth Report and Order was defensible because of the lack of tangible evidence and the failure of expected developments. Tampering with the allocation table now in the light of experience with anything less than a minimum of speculation is unwarranted.

3. A realistic approach requires incentives (a) to manufacture upon a large scale all channel receivers with high standards of selectivity, and (b) to attract the large advertisers to the use of uhf channels.

4. Tailor the physical characteristics of the uhf and vhf signals to markets which lend themselves to the most efficient use thereof. Large concentration of population in metropolitan areas will provide a market and sufficient basic economic support for uhf operations in the heart thereof, with ample inducements and probable development of service to the fringe areas from stations operating in and about the peripheries of the uhf signals. On the other hand, population and economic support spread over a comparatively wide area lend themselves to vhf operation from the central cities such as are found in the areas outside of the northeast industrial area of the United States.

This approach would tend to reduce the probability of substantial portions of population in the fringe areas, in the "thin" economic areas, going without any television service.

Admittedly the cost of conversion in and about the city of New York may well approximate $500 million. But the accumulated costs are not the standards by which to judge the respective equities of the television viewers. Why, I ask, should a resident of New York City be permitted to enjoy a choice of seven channels without conversion costs and a farmer in Wisconsin, Illinois, Indiana, Connecticut, and New York be denied any television service? Or at best three attenuated uhf signals in the fringe areas? The nub of the present suggestions is shall urban dwellers in large areas have a multiple choice of tv service at the minimum cost while rural people have none or a few at a much higher receiving cost—especially when at best the rural and comparatively small city dwellers cannot create a demand in excess of 7% of present set sales.

Even if the demand were raised to 12%, it would not solve the uhf problem but would create for a long time small islands of uhf markets contributing a little or nothing to the objectives of the Sixth Report and Order.

Here is text of memorandum by Comr. Hyde on selective de-intermixture of vhf and uhf:

1. July 6, in connection with the consideration of the tv agenda, I suggested that the Commission re-examine the allocation of tv station assignments to communities. Consideration of the matter was deferred until July 14th, with the request that I submit a memorandum.

2. Experience to date raises serious questions as to whether the present allocation plan gives necessary recognition to economic considerations.

3. The situation with respect to uhf stations, and the inability of competing networks to obtain comparable facilities for broadcasting of network shows in a substantial number of important markets indicate that conditions of operation under the allocation do not conduce to development of a comprehensive, competitive television service.

4. I would suggest re-examination of the allocation with a view of ascertaining what corrective measures would be appropriate and feasible.

5. In order to correct what appears to be basic difficulties, it may be necessary to consider such measures as selective deintermixture, employing changes in separation standards for that purpose; greater emphasis on market areas rather than assignments to particular cities.

6. In the process of re-examination, I would suggest consulting various segments of the industry, particularly receiver manufacturers, networks and licensees.

FCC GRANTS PITTSBURGH V

FINAL grant to WWSW Inc. for ch. 11 Pittsburgh was made by the FCC last week. The grant followed an initial decision favoring such action, after WWSW and WJAS Pittsburgh agreed to merge [B•T, July 4].

At the same time, the Commission dismissed applications for the vhf facility filed by ch. 16 WENS (TV) and ch. 53 WKJF-TV, both Pittsburgh. WENS is on the air; WKJF was on the air but ceased operations.

The Commission said that the applications by the uhf stations were filed too late to be considered. Under FCC rules, no applications for the same facility may be filed later than 20 days before a hearing starts. The Pittsburgh ch. 11 hearing began in April 1954.

It also said that the two uhf stations had no standing to object to the issuance of a final decision since they were not parties to the hearing.

The merger agreement between the two Pittsburgh ch. 11 contestants provided that WWSW Inc. is to sever its connections with WWSW-AM-FM and that WJAS is to be sold. The WWSW radio stations are to be transferred to their parent company, the Gazette Publishing Co. (*Pittsburgh Post-Gazette*). The newspaper and Pittsburgh Radio Supply House, present licensee of WJAS, will then own 50% each of WWSW Inc.

It is expected that the call WIIC will be sought for the new ch. 11 outlet. The station, to be affiliated with CBS, will be represented nationally by Blair Tv Inc. John Blair & Co. now represents WWSW. The network rate for the new station has not yet been established but is expected to be close to that for the pioneer KDKA-TV, which is $2,100. The station is expected to be in operation by fall.

NBC-WBC SWAP HANGS FIRE

WAS Westinghouse Broadcasting Co. really forced into exchanging its KYW-WPTZ (TV) Philadelphia stations for NBC's WTAM-AM-FM and WNBK (TV) Cleveland?

That was the question the FCC last week told its staff to investigate. If there is any basis to the charges, the Commission made it plain it intended to force a hearing on the subject. If not, a grant should be in order.

But, also last week, ch. 9 WSTV-TV Steubenville, Ohio, filed an objection to the Philadelphia-Cleveland transaction—which also includes a $3 million payment to Westinghouse by NBC.

WSTV-TV claimed that "substantial portions" of its service area are covered by both Westinghouse-owned KDKA-TV Pittsburgh and NBC's WNBK Cleveland. If the Cleveland station is to be owned by Westinghouse, WSTV-TV said, then there is overlap between the Pittsburgh and Cleveland stations.

WSTV-TV also charged that ownership of the Cleveland station would give Westinghouse too much economic power in Pennsylvania and Ohio.

To WBUF-TV Buffalo last week went an FCC-directed McFarland letter stating that NBC's $312,000 purchase of the ch. 17 station could not be granted without a hearing because of questions of concentration and monopoly.

The Commission said that in view of the allegations regarding NBC's station ownership throughout the country, there was a "serious" question whether further extension of NBC ownership would be in the public interest or in violation of the anti-monopoly provisions of the Communications Act.

The FCC also said it was concerned with RCA's "history" of anti-trust litigation, including the pending suit brought by the government against NBC parent company's patent practices.

Other points raised in the Commission's letter concerned NBC's intent to furnish network programs to other tv staions in the Buffalo-Niagara Falls area; NBC's intention to buy an am station in that city, and whether the provisions in the agreement that provide that WBUF-TV will build new facilities after FCC approval but before the transfer is accomplished violates Commission rules regarding trafficking in licenses.

The Buffalo purchase by NBC has been protested by WGR-TV Buffalo. WGR-TV asked that all of NBC's purchases be consolidated into one full hearing.

Also under investigation by the FCC is NBC's $600,000 purchase of ch. 30 WKNB-TV and WKNB New Britain. This transaction was scheduled for oral argument, but the Commission postponed this to determine whether a full hearing was necessary. At issue is the question of overlap between NBC's WRCA-TV New York and WKNB-TV.

Opposing the New Britain purchase are WNHC-TV New Haven and WATR-TV Waterbury.

The latest FCC study has as its basic charges that NBC threatened Westinghouse with loss of its NBC affiliations unless it consented to the trade. The Commission staff was told to check into the "monopolistic" aspects of this allegation.

It also was pointed out that this is an example of how the FCC uses its discretion in determining whether a hearing should be held in an application on which substantial questions have been raised.

This point was one of the arguments made by the Commission in asking Congress to amend Sec. 309(c)—the protest rule—to permit it to exercise its discretion when protests were made to grants made without hearings.

The amended Sec. 309(c) was passed by the House of Representatives last week and is due to be considered by the Senate soon (see story, page 71).

The Commission's attitude is that if the charges have substance, a hearing must be held. If they do not, then a grant is in order.

Since the commissioners will be vacationing during August, its action on the NBC-Westinghouse swap—considered in some circles to be without precedent as a formal action—will delay consummation of the deal.

NBC has emphasized that a long, drawn-out hearing would jeopardize the agreement.

In the application seeking FCC approval of the exchange [B•T, June 20], Westinghouse said that NBC had been offered another Philadelphia station. It concluded, it said, that the ownership of the Cleveland stations, with NBC affiliations, was preferable to the continued ownership of the Philadelphia stations without such affiliations.

Westinghouse bought WPTZ from the Philco Corp. for $8.5 million two years ago. It also owns KDKA-AM-FM-TV Pittsburgh, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield (Mass.), KEX-AM-FM Portland (Ore.), WOWO Fort Wayne and KPIX (TV) San Francisco.

The WSTV-TV opposition charged that Westinghouse's arrangement with all networks for its Pittsburgh tv station has resulted in making it impossible for the Steubenville station to receive many network programs. WSTV-TV asked that assurances be required that Westinghouse's economic power would not be used to prevent WSTV-TV from getting network programs, in the event the Commission approved the NBC-Westinghouse swap. Unless these assurances can be had, WSTV-TV said, the applications should be set for a full hearing.

WSTV-TV is a primary CBS affiliate, with ABC as a secondary affiliate.

THE TOWER LIMIT RAISED

FCC worked out a compromise on the request for Zone I stations to be permitted to build 2,000 ft. towers without penalty in reducing power and ordered that antennas in the crowded northeast and central areas which make up Zone I can be 1,250 ft. above average terrain with operation at full power.

The move was made following petitions last year by ch. 4 WBEN-TV Buffalo and ch. 3 WSAZ-TV Huntington, W. Va., that the ceiling be lifted. The FCC issued a proposed rulemaking notice last fall.

The FCC's action last week drew only one dissent. That was by Comr. Robert T. Bartley.

Because of the crowded population areas of the northeast, north central and middle Atlantic states, the Commission in its 1952 Sixth Report and Order established a maximum ceiling of 1,000 ft. above average terrain for vhf stations. Stations with antennas built above that level, the rules provided, would have to reduce their power to maintain the level of the 1,000 ft. height and maximum power.

Stations in Zones II and III, and all uhf stations in whatever zone, were permitted to build towers up to 2,000 ft. above average terrain without power penalty.

Stations on chs. 2 to 6 are permitted maximum power of 100 kw; chs. 7 to 13, 316 kw, and all uhf stations, 1,000 kw. The FCC has proposed to raise the uhf limit to 5,000 kw.

In its report last week, the Commission said it "has always recognized the benefits to be derived from the use of higher antenna heights."

It continued: "We believe that, as an overall policy, the public interest is best served by operation of stations with high antenna heights, and this is especially true when all stations so operate."

The proposal to lift the ceiling on Zone I antenna heights was favored by a large number of broadcasters. There were objections from some broadcasters and also from aviation interests.

To the fear that higher towers might prove to be aviation hazards, the Commission said it thought the 250 ft. increase would have a "negligible effect on problems relating to air hazard."

The action permits both WBEN-TV and WSAZ-TV to increase their power to the maximums. This will, according to the stations, allow them to serve their entire market area. As of now, they explained, their reduced power deprived many areas of good tv service.

THERE are 18 stations in Zone I with antennas above the 1,000 ft. maximum permitted up to now. Seven of them are in New York City. The 18 are:

Station	Location	Channel	Antenna height AAT*	Antenna height AG**	DBK	DBK Under 1250 Prop.	Increase
WJAC-TV	Johnstown, Pa.	6	1120	175	18.5	20	1.5
WATV	Newark, N. J. (transmitter in New York)	13	1190	1200	22.5	25	2.5
WNBF-TV	Binghamton, N. Y.	12	1210	778	22.2	25	2.8
WBEN-TV	Buffalo, N. Y.	4	1210	1057	17.3	20	2.7
WCBS-TV	New York City	2	1290	1465	16.3	19.5	3.2
WRCA-TV	New York City	4	1440	1465	14.1	18	3.9
WABD	New York City	5	1340	1465	15.7	19	3.3
WABC-TV	New York City	7	1380	1465	20.4	23.5	3.1
WOR-TV	New York City	9	1240	1231	21.1	25	3.9
WPIX	New York City	11	1410	1464	20	23.2	3.2
WRGB	Schenectady, N. Y.	6	1020	314	19.7	20	.3
WWJ-TV	Detroit, Mich.	4	1010	1063	19.9	20	.1
WMUR-TV	Manchester, N. H.	9	1030	227	20.5	25	4.5
WSVA-TV	Harrisonburg, Va.	3	2130	349	9.2	12.5	3.3
WEWS	Cleveland, Ohio	5	1020	851	19.7	20	.3
WHIO-TV	Dayton, Ohio	7	1140	1096	23	25	2
WSAZ-TV	Huntington, W. Va.	3	1250	1069	16.7	25	3.3
WHIS-TV	Bluefield, W. Va.	6	1220	185	17	20	3

* Above average terrain.
** Above ground.

COMMENTS FAVOR UHF BOOSTER PLAN

COMMENTS received up to the FCC's deadline last week gave almost unanimous approval to the proposal to authorize "booster" stations to fill in shadow areas in uhf station coverage and thus spur uhf development.

Most of the replies recommended adoption of the plan on the grounds it was economically and technically feasible and that it would bring tv reception to those who are now deprived of such service. While favoring the proposal, some thought it should go farther to include:

- An analysis of network and economic considerations, in addition to the technical feasibility.
- Provision to permit community and nonprofit organizations to own and operate "boosters," not just the stations themselves.
- Provision for low power vhf boosters, too.

The FCC proposal, issued last March 31 [B•T, April 4], would authorize co-channel boosters or amplifying transmitters to project a uhf station's signal into shadow areas within its coverage contour.

Adler Communications Labs, which conducted experiments with ch. 53 WATR-TV Waterbury, Conn. [B•T, Dec. 20, 1954], said that not a single complaint was received during the one-year experiment, but that numerous complaints poured in when the system was shut down. Adler said its work proves that amplifying transmitters are feasible and can be handled on a commercial basis to enhance uhf coverage.

As far as color transmission, Adler said its measurements are not yet complete but so far results indicate that it can be handled with properly designed amplifying transmitters, with degrees of degradation that will be acceptable to the industry.

NBC favored the plan but added that provision should be made to avoid interference with other stations. The network stated that no blanket limitation should be placed on transmitting power or antenna height and that there should be no limit to the number of amplifying transmitters to be operated in conjunction with one main transmitter.

NBC further stated that these stations should not be treated separately for purposes of multiple ownership and that they should be operated only within the maximum predicted service area of the uhf station and only for selected shadow areas.

In filing its comments, RCA submitted a report on its experiments in conjunction with ch. 25 WJTV (TV) Jackson, Miss. [B•T, Aug. 30, 1954]. RCA stated that all boosters should operate within the service area of the main station and that applications for amplifying transmitters should be handled on a case-by-case basis because of varying engineering problems. It concluded by stating that in certain locations booster operations can aid in increasing the effective coverage of uhf stations.

ABC favored the proposal on a case-by-case basis. Boosters should be limited to the overall area served by the station, it said.

As in most replies, ABC recommended that the booster stations be unattended as in remote am and fm operations and that the hours of operation be the same as for the main transmitter.

A plea to consider the network and economic

(Continued on page 50)

O'NEIL LANDS RKO LIBRARY AS TV CRASHES HOLLYWOOD

- **Filmland finally becomes major factor in television**
- **ABC-TV loads up to compete with NBC-TV and CBS-TV**
- **Disney, M-G-M, Warner to supply ABC-TV programming**
- **AB-PT operating profit doubled for second quarter**
- **Major sponsors buying Hollywood video network fare**

TELEVISION and Hollywood, each with vast live and film programming resources as well as public acceptance, will combine their facilities in a big way this autumn.

• For the first time a major film library—RKO Radio Pictures—becomes the property of a broadcast industry entity with General Teleradio's $25 million purchase of the studio from Howard Hughes.

• And for the first time a tv network—ABC-TV—will utilize the facilities and popularity of Hollywood studio offerings to provide basic video program service.

The purchase of RKO Radio Pictures by General Teleradio gives that company hundreds of feature films and a huge store of short subjects, putting the parent General Tire & Rubber Co. into Hollywood's Big Five and catapulting it into a powerful position in both the motion picture and television industries.

ABC-TV will confront the competition of NBC-TV and CBS-TV with a program lineup based on Disney, M-G-M and Warner productions.

$25 MILLION BUYS RKO

MAJOR CHANGES in the operations of the television and motion picture industries impend as two entertainment giants—General Teleradio Inc. and Howard Hughes—complete the $25 million transfer of RKO Radio Pictures Inc. [B•T, July 18].

As RKO Radio purchaser, General Teleradio, headed by President Thomas F. O'Neil, now enters the competitive tv and motion picture programming fields with one of the nation's largest libraries of films along with the vast studio facilities of RKO Radio Pictures.

While the actual contract for what is termed the largest single deal in motion picture-tv history was signed at 5:50 a.m. last Monday in Las Vegas, Nev., the $25 million check was to be turned over to Mr. Hughes today (Monday) in Jersey City. A $25 million loan was negotiated by General Teleradio with Chase Manhattan Bank.

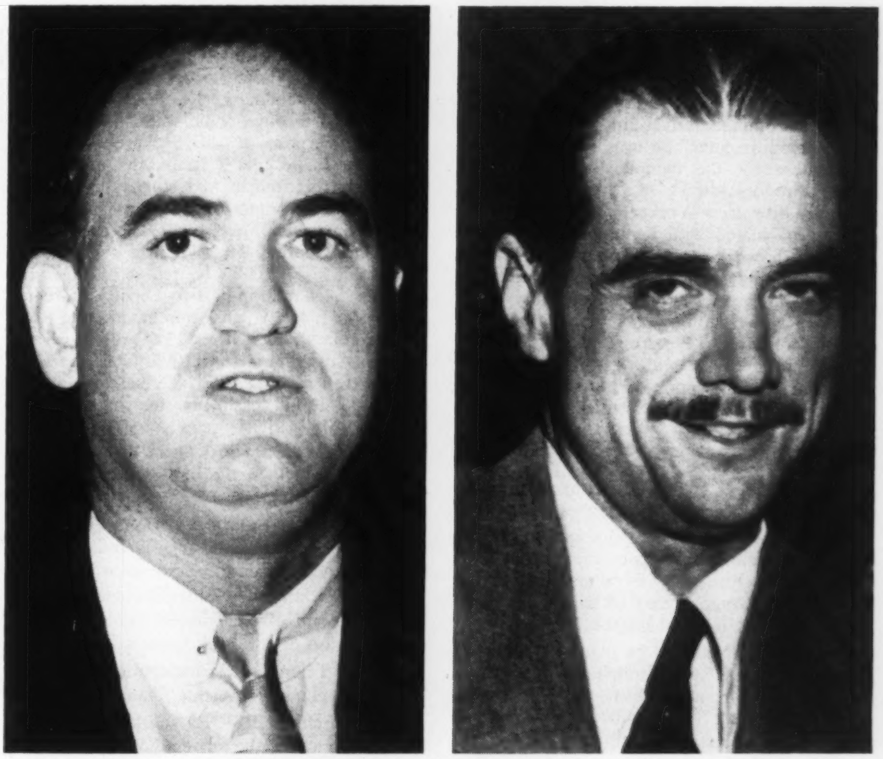
Repercussions in both the motion picture and the tv industries were being felt late last week. Key to the actual effect of the General Teleradio purchase will be seen as that company opens its newly acquired feature library to tv stations. Soon after the agreement was made, General Teleradio was making an inventory of the canned, full-length feature films it has acquired. As of Friday, the number was estimated at 600 to 700 (see box page 36).

Of special significance, some industry observers believe, is the improved prospect for independent stations. Their programming potential is described as greatly expanded through availability of the RKO features and shorts.

The sale includes the major motion picture producing and distributing company which has extensive studio and production facilities in Hollywood and Culver City, Calif.; control of studios in New York City; access through part-ownership to production facilities in Mexico City; 101 domestic and foreign motion picture exchanges which RKO Radio operates in a world-wide distributing system; the facilities of RKO-Pathe Inc. and RKO Television Inc. (now reporting little activity).

General Teleradio now ranks as one of the Big Five feature film producers. With a wide distribution system at hand, it also has access to theatrical outlets.

TWO GIANTS COME TO TERMS



THOMAS F. O'NEIL buys RKO for $25 million from HOWARD HUGHES

The agreement brings Hollywood and the tv industry closer than ever before. In recent months, moves on the part of the major networks—ABC-TV (Walt Disney, Metro-Goldwyn-Mayer, Warner Bros.), NBC-TV (which has been cooperating with Universal-International on a spectacular) and CBS-TV (also reportedly flirting with 20th Century-Fox)—already have foretold a closer working arrangement with the Hollywood majors.

20th Century-Fox is about the only major not involved in radio or tv. Paramount holds a substantial interest in DuMont manufacturing and tv operations along with its KTLA (TV) Los Angeles and 80% of Telemeter (pay-see). Columbia Pictures has Screen Gems. Metro-Goldwyn-Mayer owns WMGM New York. Republic Pictures Corp. and Allied Artists sell or produce films or rent studios.

There are divided opinions at the outset over impact of the purchase on other major film producers, up to this time lukewarm or coy to advances made by tv interests to release their feature films stored in vaults. At the same time, the transaction gave immediate rise to a feeling that this may widen the crack through which pay-tv adherents wish to inundate tv screens with full-length features at coin box prices.

While the future management setup of General Teleradio—now that it was plunged into the movie-making and distribution business—was still in the embryonic state, one significant step late in the week was announcement that Charles L. Glett, former CBS vice president in charge of network services on the West Coast, has joined General Teleradio's executive staff in a key executive role (see box page 36). Actually Mr. Glett's appointment had been made before the Hughes-O'Neil transaction was completed, it was learned.

An important part of the transaction is a collection of some 500 RKO Radio Pictures' shorts in addition to some 2,000 or more RKO Pathe shorts.

Most of RKO's 700-odd pictures will be licensed for telecasting in the U. S. and sold outright abroad, William F. O'Neil, president and chief stockholder of the parent General Tire & Rubber Co., announced. He said his son, Thomas F. (who in addition to heading General Teleradio is vice president of General Tire), would personally take over the RKO Radio operation. The elder O'Neil said RKO Radio will continue in operation and the

Glett Gets RKO Job

CHARLES L. GLETT, long known in tv and motion picture production, has joined the executive staff of General Teleradio, having resigned as vice president in charge of network services for CBS-TV on the West Coast [B•T, July 18]. He will make his headquarters in Hollywood (see adjacent General Teleradio-RKO story).

Mr. Glett will concentrate on the motion picture activities of the General Teleradio organization and it is understood that for the time being at least he would be considered top operating executive in the movie end of General Teleradio's expanded operation.

MR. GLETT

Following 25 years in the motion picture field as a leading production and management executive, Mr. Glett joined Mutual-Don Lee in 1949 as vice president in charge of television activities. When CBS acquired KTSK-TV Los Angeles, now KNXT (TV), Jan. 1, 1951, Mr. Glett became administrative consultant. Several months later, he was named vice president for the company's radio and television operations.

A native New Yorker, Mr. Glett has been associated with a number of companies in various phases of motion picture making. Prior to his association with CBS, he produced independently at RKO-Radio Pictures, was managing director of Motion Picture Center Studios, was president of the Myron Selznick agency and vice president and general manager for David O. Selznick.

---

studio "probably" will continue to finance independent producers as Mr. Hughes did before.

It was reported the RKO theatrical film distribution organization will continue to function, selling new pictures plus those suitable for reissue. It also would license to telecasters those films designated for that purpose.

Thomas F. O'Neil said he plans "no changes in personnel at RKO although policy changes will be made to accomplish more extensive use of facilities." Some 4,000 employes are said to be scattered around the world, many veterans in their field and with long service to RKO. The employes have a pension fund of some $5 million, but this is not considered large in comparison with the funds of employes at other studios.

Last year RKO had a worldwide gross of $44 million from the release of 17 new pictures, most independently made, plus 15 reissues and shorts. It is reported to be doing nearly as well this year, grossing some $800,000 weekly on 10 releases. RKO itself is said to have made only five feature films during the past 2½ years.

Thomas F. O'Neil has been film conscious for several years. General Teleradio paid $1.2 million for 40 foreclosed pictures from the Bank of America and scheduled them for theatre-style continuous showings on WOR-TV New York and KHJ-TV Hollywood, a format innovation at the time. The films proved to be attractive programming, and were syndicated by the General Teleradio Film Div. as the *Million Dollar Movies* series. General Teleradio more recently paid $1.5 million for two-year television rights to Roy Rogers and Gene Autry westerns.

Mr. Hughes retains almost an $8.5 million stock investment in RKO Pictures, the holding company which no longer has much to hold except cash in view of the RKO Radio sale. He is at liberty to continue independent movie production and has ownership of small producing firms in Mexico, England and Italy. Mr. Hughes' major interest continues to be Hughes Tool Co., oil-well equipment manufacturer, and Hughes Aircraft Co.

Sources familiar with Mr. Hughes' investment in RKO through the years figure he ends up with about a $6.5 million paper profit as a result of the sale to General Teleradio. Mr. Hughes originally bought some 27% (929,000 shares) of the parent firm, RKO Pictures Corp., for $8.3 million from Atlas Corp., a Floyd Odlum interest. When the film producing and theatre operating companies were divorced, Mr. Hughes and other stockholders got share for share in the production and theatre divisions. Mr. Hughes later added to his picture stock, increasing his holding to over a million shares.

Deal Falls Through

In late 1952, Mr. Hughes contracted to sell this picture block, along with the minor holding of another stockholder, for $7.35 million to the Ralph Stolkin-A. L. Koolish interests, but the deal fell through some weeks later after a newspaper expose of the background of the buying syndicate. As a result, the prospective purchasers forfeited to Mr. Hughes their $1.25 million down payment on the transaction.

Following this, Mr. Hughes became board chairman of parent RKO Pictures and the next year sold his 929,000 shares of RKO Theatres for $4.4 million-plus to David J. Greene. Last May 31, Mr. Hughes purchased from RKO Pictures stockholders for $23.6 million all the assets of subsidiary RKO Radio Pictures (now sold to General Teleradio). Thus, with a total of $26.9 million cash invested in the RKO ventures, Mr. Hughes recoups $25 million in the RKO Radio sale to General Teleradio and he still has stock in the parent firm valued at nearly $8.5 million.

The $25 million purchase price will be offset for the next four years, it was indicated unofficially, by a tax cushion estimated to total as high as $20 million if film production is continued, but no official source would comment on this phase of the negotiations.

General Teleradio was understood to have no immediate plans for outside financing.

"The purchase of RKO marks another important step in the diversification program aggressively pursued by General Tire & Rubber Co. over the last several years," Thomas F. O'Neil said. He continued: "Already one of the nation's largest tire manufacturers, General Tire last year became the largest producer of plastic sheeting and film, and the prime supplier of these products for automobile interiors. Through its acquisition of Textileather Corp. and Bolta Corp. the company has achieved substantial stature in chemicals and leather goods and many other products.

"Now with the acquisition of RKO, General Tire becomes a major factor in the production and distribution of motion pictures."

The huge industrial empire of General Tire includes these wholly-owned subsidiaries: Aldora Mills; General Tire & Rubber Co.; India Tire & Rubber Co.; Pennsylvania Rubber Co.; General Specialties Chemical Co.; General Tire Acceptance Corp.; General Tire International Co.; General Tire & Rubber Co., South America, and General Tire & Rubber Co. of Canada Ltd. General Tire also owns more than 95% of the Aero-Jet General Corp., commercial developer and manufacturer of rocket motors, components and propellants.

General Teleradio has expanded rapidly in radio-tv since 1950. It owns Mutual network, with Mr. O'Neil as president; Don Lee Broadcasting System and the Yankee Network. Stations owned include WNAC-AM-TV Boston; WOR-AM-TV New York; KHJ-AM-TV Los Angeles; WHBQ-AM-TV Memphis and KFRC San Francisco.

While General Teleradio holds extensive ownership in radio and tv, the new stature of the company was underlined by this statement of Mr. O'Neil: "With the purchase of RKO the General Tire & Rubber Co. now has a greater investment in the motion picture industry than in any other field of entertainment."

Actually the canned film now in the hands of General Teleradio will be distributed by its film division. First reports said that General Teleradio plans to release its features in small batches for tv consumption. The go-slow approach, it was explained, would prevent the flooding of the market and General Teleradio's stations would buy films on the same basis as other stations.

It also was reported that General Teleradio would keep production facilities of RKO Radio

---

Fresh Titles for Tv

THE EXTENSIVE backlog of feature films included in the General Teleradio-RKO Radio Pictures transaction is reported to run the gamut from Ginger Rogers-Fred Astaire musicals produced in the 1930's to "Jet Pilot" and "The Conqueror," not yet released.

Some 1954 releases to be turned over to General Teleradio, it was learned by B•T, include: "The French Line," with Jane Russell and Gilbert Roland; "She Couldn't Say No," with Robert Mitchum; "Dangerous Mission," Victor Mature and Piper Laurie; "Susan Slept Here," Dick Powell and Debbie Reynolds; 1953—"Angel Face," Robert Mitchum and Jean Simmons; "Affair With a Stranger," Jean Simmons; "Devil's Caravan," Virginia Mayo and Stephen McNally; 1952—"The Las Vegas Story," Jane Russell and Victor Mature; "Montana Belle," Jane Russell, George Brent and Scott Brady; 1951—"Footlight Variety," Leon Errol; "Two Tickets to Broadway," Tony Martin and Janet Leigh.

Other releases and their vintage: 1950—"Born to Be Bad," Joan Fontaine and Robert Ryan; "Never a Dull Moment," Irene Dunne and Fred MacMurray; 1949—"A Woman's Secret," Maureen O'Hara and Melvin Douglas; "Easy Living," Victor Mature, Lizbeth Scott and Lucille Ball; "A Dangerous Profession," George Raft and Pat O'Brien; 1948—"Tycoon," John Wayne and Larraine Day; "Berlin Express," Merle Oberon and Robert Ryan; "Velvet Touch," Rosalind Russell and Leo Genn, and "Blood on the Moon," Robert Mitchum and Barbara Bel Geddes.

LOWEST COST

per-thousand in Baltimore!

A survey by Pulse shows that W-I-T-H reaches 74% of all Baltimore homes every week. At W-I-T-H's low, low rates, that means that W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. That's one big reason why W-I-T-H produces such spectacular results for all kinds of advertisers. Let your Forjoe man give you the whole story!

IN BALTIMORE THE BIG BUY IS

W-I-T-H

Tom Tinsley, President

R. C. Embry, Vice-President

Represented by Forjoe & Co.

It's a clear picture!

whio-tv

is the top-rated AREA station

- in mail-pull

  Over 60% of WHIO-TV mail came
  from outside Metropolitan Dayton, Ohio

- in ratings*

  13 out of top 15 once-a-week shows
  First and second multi-weekly shows

- in audience loyalty

  Proved by continuing top ratings
  through the years

* These are Pulse survey figures for May, 1955. Comparable figures are available on *other* surveys from our national representative, George P. Hollingbery.

7

whio-tv

CBS • DUMONT

Pictures intact because it is interested in expanding its own production of tv films for sale to networks and stations. This would be so, at least for the time being in any case, since a stipulation of the agreement is that General Teleradio keep production underway at studios in view of RKO's purported $20 million tax debt.

The imminent sale of RKO Radio Pictures had been rumored ever since Mr. Hughes assumed sole ownership. Late in 1954, American Broadcasting-Paramount Theatres Corp. (parent of ABC) and Stanley Warner Corp. were said to have formed a syndicate to purchase the company. Later, real estate operator and financier William Zeckendorf was said to have made a $400 million bid for all of Mr. Hughes' holdings, which also include Hughes Tool Co. (75% owner of Trans World Airlines).

Activities of General Tire & Rubber Co. in the broadcast field date back to December 1942 when Yankee Network in New England was acquired. In 1950, Don Lee network on the West Coast was purchased by General Tire interests for an estimated $12,320,000. In June 1952, WOR-AM-TV New York was acquired, and in the process General Tire gained access to 58% of the stock of MBS, becoming majority stockholder.

In June 1952 the corporate name of General Tire's radio and television subsidiary was changed from Thomas S. Lee Enterprises to General Teleradio Inc. Shortly thereafter, General Teleradio formed its film division, headed by Dwight Martin, vice president and director.

The division produces and distributes such filmed series as *Uncommon Valor, Gangbusters, Greatest Drama*, the Fulton Lewis jr. *Exclusive* and a library that includes animated fairy tales. General Teleradio also has financed the production for *Gangbusters* feature film, through Visual Drama Inc.

RKO Radio's corporate history has an ironic twist. In the late 20's it was controlled by RCA, which later sold its interest. RCA entered the corporate picture in 1929 when it purchased control of Film Booking Office Productions Inc. (called FBO Productions Inc.) and merged this company with the huge Keith-Albee-Orpheum vaudeville circuits, making the name of the parent firm RKO Corp.-Radio-Keith-Orpheum. In a series of name changes, the firm in 1930 evolved into RKO Radio Pictures Inc. with three separate corporations operating under it. Brig. Gen. David Sarnoff, now board chairman of RCA and NBC, then was chairman of the board of the parent company.

After a series of further modifications of corporate structure, including added properties and expansion of offices, over-expansion hit the company during the depression and the corporation went into receivership to the Irving Trust Co., which later became its trustee.

RCA sold a part of its holdings in 1935 to Atlas Corp. and later became disassociated from the company. After a series of further changes and mergers of production, distribution and export functions, Howard Hughes in May 1948 purchased the controlling interest in RKO from Atlas. In January 1951, under government divorcement proceedings, RKO Radio Pictures, the producing and distributing company, and RKO Theatres, exhibiting company, were separated. Mr. Hughes in September 1952 sold his interests in RKO Radio Corp. to an industrialist group which a year later dropped its acquisition with the stock reverting to Mr. Hughes, whose interest in RKO Theatres was sold in November 1953 to Albert List. Less than a year later Mr. Hughes reentered the picture by buying all assets and properties of RKO Pictures.

Of interest is the fact that at the very time RCA controlled the corporation (1929), Paramount Famous Lasky Corp. bought a half interest in CBS. This investment also aligned radio with the cinema, bringing screen stars to the microphone. In March 1932, CBS repurchased the Paramount Lasky interest. William S. Paley, now CBS Inc. board chairman, then was president of CBS.

ACE UP ABC'S SLEEVE

ABC this fall will make its strongest bid to capture a larger share of the tv network audience and advertising dollar. Its top card: Hollywood.

Unable now to come up with a private talent stable equal to its stronger competitors, CBS and NBC, the tv network division of American Broadcasting-Paramount Theatres Inc. is doing the next best thing—acquiring rights to the top talent product of Walt Disnev Studios, Metro-Goldwyn-Mayer and **Warner Bros.**

AB-PT is diversifying too. While President Leonard H. Goldenson last week announced that the net operating profit for the second quarter of 1955 was double the same 1954 period (see story page 82), the parent firm was opening shop in partnership with the Disney interests at Disneyland, the $17 million entertainment extravaganza at Anaheim, Calif. This project is a 160-acre family amusement park, commercial product exhibit and world's fair all in one. Aside from the investment, network executives feel the promotional tie-in and exploitation background is itself a big asset for ABC.

DISNEY AND FRIEND at the Disneyland opening. In addition to its network tie-up with the cartoon maker, ABC is a 35% owner of the $17 million amusement park.

Over 30,000 people jammed the park on opening day last Monday, some standing in line all night long. Almost an equal number of invited guests were on hand the day before to witness the premiere telecast, a special event called *Dateline Disneyland July 17, 1955* (see review, page 12).

AB-PT has a 35% investment in Disneyland, plus certain concession rights while the Disney group has 50%. The remaining 15% is held by Western Printing & Lithographing Co., publisher of Disney comic books and other Disney printed matter.

Although no tv shows will originate on a regular basis from the park this season, it is believed that some features will be filmed there for use on ABC programs.

Walt Disney Studios now has in production 126 hours of film program material for ABC-TV during the 1955-56 season. This includes 26 hours of new shows (each to repeat during the 52-week cycle) for the Wednesday 7:30-8:30 p.m. *Disneyland* series and 100 hours for a new daytime children's show, *Mickey Mouse Club*. The latter is scheduled Monday through Friday 5-6 p.m. In each case, the time is local time for the respective zones across the country with network feeds being repeated from both New York and Hollywood to complete the airing.

Disneyland kicks off its new series Sept. 14 with all three sponsors renewing for the whole cycle. These include American Dairy Assn., through Campbell-Mithun Inc.; American Motors Corp. (Nash, Hudson, Kelvinator appliances), through Geyer Adv., and Derby Foods through McCann-Erickson.

Mickey Mouse Club debuts Oct. 3 with its daily four quarter-hour segments to be distributed among seven sponsors. These include General Mills; Armour & Co. (pet food); Campbell Soup Co.; Bristol-Myers Co. (Ipana); Welch Grape Juice Co.; Carnation Co., and Mars Inc. (candy bars).

Agencies include Knox Reeves Adv., Dancer-Fitzgerald-Sample, William Esty Co., Tatham-Laird Inc., and BBDO for General Mills; Leo Burnett Co., BBDO, Needham, Louis & Brorby and Ogilvy, Benson & Mather Inc., for Campbell Soup Co.; Doherty, Clifford, Steers & Shenfield, for Bristol-Myers; Tatham-Laird and N. W. Ayer & Son for Armour; Leo Burnett Co., for Mars Inc.; Erwin, Wasey & Co., for Carnation and Kenyon & Eckhardt for Welch.

Network spokesmen foresee extensive merchandising and promotional features that will accrue to advertisers on the *Mickey Mouse Club*, all linking with the extensive background exploitation involved in the ABC-TV tie-up with the Disney organization, as well as the virtually universal acceptance of the Disney product itself.

In conjunction with Warner Bros., ABC-TV on Sept. 13 premieres a new show, *Warner Bros. Presents*, in the Tuesday 7:30-8:30 p.m. spot. Sponsors include Liggett & Myers Tobacco Co., weekly half-hour through Cunningham &

'Disneyland' Rates

SPECIAL 90-minute ABC-TV show opening Disneyland, *Dateline Disneyland July 17, 1955,* drew a 19.5 rating and 58.4 share of audience, according to a 15-city survey by Trendex. Network officials said the nearest competing ratings were 9.1 for CBS and 1.4 for NBC. ABC-TV estimated a gross of $200,000 in production costs for the special event excluding air time. The network spent another $20,000 for promotion and exploitation of the Disneyland premiere, not including a junket of several dozen trade and daily newsmen from across the U. S. [Also see IN REVIEW, page 12.]

Walsh, with General Electric Co. through Maxon Inc. and Monsanto Chemical Co. (All detergent through Needham, Louis & Brorby, alternating on the other half-hour.

Patterned after the Warner feature films "King's Row" (romance), "Casablanca" (adventure) and "Cheyenne" (western), the tv program will alternate among all three themes under those titles. Original characters will be retained but the plots and actors will be new. Each show will be a complete story.

Warner Bros. Presents is being filmed under the personal supervision of Jack Warner, production head of Warner Bros. Pictures, and using the full facilities of Warner Bros. Studios. The studio set for "Casablanca" is said to be the largest constructed for a tv film series.

The "Casablanca" series stars Charles McGraw. "Kings Row" stars Jack Kelly and others. Clint Walker stars in the "Cheyenne" shows.

At M-G-M, ABC-TV is working out the format for the *M-G-M Parade,* to commence Sept. 14 in the Wednesday 9-9:30 p.m. period (all zones) under the alternate sponsorship of American Tobacco Co. and General Foods.

This show will draw on the M-G-M film library of past short productions and does not entail new camera work. Popular clips from old "Pete Smith Specialties" and similar material will be used.

Among the 37 exhibitors and concessionnaires at Disneyland a number are radio-tv advertisers both nationally and locally. There is no connection necessarily with sponsorship of ABC programs, it was pointed out. Exhibitors and concessionaires, among others, include American Dairy Assn., American Motors Corp., Bank of America, Carnation Co., Coca-Cola Co., Eastman Kodak Co., Frito Co., Gibson Art Co., Monsanto Chemical Co., Pepsi-Cola Co., Quaker Oats Co., Ready-to-Bake Foods Inc., Richfield Oil Co., Santa Fe Railroad, Swift & Co., Trans World Airlines, U. S. Time Corp., Van Camp Sea Food Co., Welch Grape Juice Co. and Maxwell House Div. of General Foods.

Tv Inc. Acquiring Films

TV INC., station-owned collective film purchasing organization, has announced it has bought more than $250,000 worth of film properties for its membership from major distributors over the past six months. Herb Jacobs, general manager, predicted total purchases would soar after Aug. 15, when stations know their network commitments. Some 50 stations belong to TV Inc., and, according to Mr. Jacobs, membership should increase to 100 by end of the year, based on pending applications. The group, formed last January, held a board of directors meeting in Denver July 9.

STERLING TV SETS UP NEW BOOKING SERVICE

Firm establishes department to 'spot book' films, offering shorts that will have a specific time cue or be concerned with subjects of special interest. Monthly catalogue service will be furnished.

ESTABLISHMENT by Sterling Television Films Co., New York, of a new department to "spot book" short subjects of unusual or special interest to tv audiences is being announced today (Monday) by Richard Carlton, Sterling's vice president in charge of operations.

Sterling believes it is the first distribution company to offer films for tv on a "spot book" basis, which means generally that a short subject film will be offered as a "one-shot" only. Although the new department will serve primarily to make variety shorts available for local shows with a "newsreel" type of format, similar to the WABD (TV) New York *Featurama,* Mr. Carlton also expects to distribute the films for special holiday or seasonal use; as special topical presentations, and as programs based on headline news of the day.

Sources for Films

Sterling's supply of short subjects cover more than 4,000 films, including a wide variety of travel, documentary, scientific, sports, sociological and educational films in general, obtained from such sources as the United Nations, the McGraw-Hill Book Co., the National Film Board of Canada and other organizations. Mr. Carlton believes that these films of varying length, which in previous years were used by many stations as a package, still have "tremendous value," when used on a spot basis.

Each month Sterling will send stations a list of the films available, with a brief description of each title and a suggestion on its program use. The station need purchase only those films which fit its programming requirements.

Mr. Carlton believes that if the films are programmed imaginatively, a station will have access to a low-price source of film supply. He noted that many films could attract large audiences on special holidays or during certain seasons of the year. Films of past Davis Cup matches, for example, he said, could be telecast during the period they are played (in late August). Communities planning a campaign against juvenile delinquency or for better schools, Mr. Carlton said, could make use of Sterling films on the subject.

Guild Films Establishes Unit for Tv Commercials

ESTABLISHMENT by Guild Films Co., New York, of a special division to produce tv commercials, headed by producers Joel Spector and Wally Gould, was announced last week by Reub Kaufman, Guild president.

Mr. Spector formerly was production manager of radio and television for Grey Adv., New York, and in this capacity supervised production on commercials for such accounts as RCA Victor, Mennen, Ronson, Doeskin tissues and Krueger beer. Mr. Gould, previously production and sales executive for Robert Lawrence Productions, New York, and Peter Elgar Productions, New York, directed film commercials for R. J. Reynolds Tobacco, Colgate-Palmolive and Campbell Soup Co.

Mr. Kaufman said that Messrs. Spector and Gould would be able to utilize Guild Films production facilities and personnel for tv commercial work.

Sarnoff Testifies On Movies' Holdout

BRIG. GEN. David Sarnoff, chairman of the board of RCA and NBC, testified last week that NBC had made repeated efforts for several years to obtain feature films for television from Hollywood major studios, but had not been successful.

This assertion was made in a deposition in New York last week when Gen. Sarnoff testified as an expert witness in the federal antitrust suit to force release of 16 mm film prints to tv and other uses [B•T, June 27]. Gen. Sarnoff was questioned by Special Assistant Attorney General Samuel Flatow and trial attorney Leonard Posner in the presence of attorneys for 11 defendant theatrical motion picture production and distribution firms. The trial is scheduled for Sept. 20 in Los Angeles District Court.

Answering the key question in the deposition hearing, Gen. Sarnoff acknowledged that in a statement filed with the FCC on the subscription television issue he had said that major film producers had refused to make their product available to tv. Gen. Sarnoff told the government attorneys that this attitude on the part of Hollywood studios was "common knowledge" in the television industry, but also said that he had had talks over the past several years with representatives of Metro-Goldwyn-Mayer, 20th Century-Fox, Warner Bros. and Columbia Pictures on the subject.

Gen. Sarnoff testified that he could understand why major studios would not release their new product to tv, but contended that old films would bring more money if made available to tv than if released to other sources.

In answer to another question, Gen. Sarnoff said he had been able to secure three films from British sources for use in NBC-TV spectaculars but did not answer directly when asked if NBC had attempted to procure films for its spectaculars from U. S. studios.

Gen. Sarnoff also expressed the view that release of older feature films to tv was economically feasible because newer films, made in various wide-screen processes, have wider appeal in theaters while the re-issue market for older films is becoming tighter. He added that with the growing importance of color tv, black-and-white feature films are losing their value for television.

MCA-TV Promotes Williams

PROMOTION of Hank Williams, account executive, to the newly-created post of western sales manager of MCA-TV Film Syndication Division was announced last week by Wynn Nathan, vice president in charge of sales for MCA-TV. New additions to the sales staff, according to Mr. Nathan, are Marty Williams, Minneapolis office; Karl Von Schaller, Chicago, and Warren Glinnert, Connecticut.

ZIV SALES SPURT ON TWO PROGRAMS

General Electric International takes 'Science Fiction Theatre' for Puerto Rico. First offering of new 'Highway Patrol' prompts heavy sales.

SALE of *Science Fiction Theatre* with dubbed-in Spanish for showing in Puerto Rico and the release of a new television film series budgeted at $1,625,000 were announced last week by Ziv Television Programs Inc.

Science Fiction Theatre has been purchased by General Electric International which, within a year, has also bought Ziv's *The Unexpected* and *I Led Three Lives* for Puerto Rican showing.

Ziv's newest tv film series, *Highway Patrol* starring Broderick Crawford, was released last week to the company's 76 field salesmen at sales meetings in New York and Cincinnati, along with an announcement by M. J. Rifkin, vice president in charge of sales, that sales contracts for *Highway Patrol* had been concluded in 37 markets.

Among the sponsors already signed for *Highway Patrol* are Carnation Co., through R. T. Harris Adv., Salt Lake City, for use in a number of cities in the northwest and mountain states area; Lion Oil Co., through Ridgeway Adv., St. Louis, for showing in Mississippi, Arkansas, Louisiana and Tennessee, and Wiedmann Brewing Co. of Cincinnati, through Tatham-Laird, New York, for Cincinnati, Columbus, Dayton and Indianapolis.

In addition to sponsorship arrangements, Mr. Rifkin also said that Ziv has sold the series to KTTV (TV) Los Angeles; KRON-TV San Francisco; KBIO-TV Boise, Idaho; KOA-TV Denver, and KOAT-TV Albuquerque.

Mr. Rifkin said that full-scale filming of the series is now underway at Ziv's Hollywood studios and on location.

Guild Sets $5 Million Budget for Rest of '55

AN ESTIMATED budget of more than $5 million has been set by Guild Films for producing its major tv series in both New York and Hollywood during the second half of 1955, it was announced last week by Reub Kaufman, Guild Films president.

Thirty-nine half-hour espisodes each of *The Goldbergs, I Spy, The Liberace Show, Confidential File, Ina Ray Hutton Show* and *Brother Mark* will be filmed during the second half of the year, with *The Goldbergs* and *I Spy* produced in New York and the remainder, except for *Brother Mark,* in Hollywood. The latter series will continue to be filmed in various European countries, with basic studio production at Carlton Studios in Munich.

"We believe in the co-existence of Hollywood and New York as television production centers. Wherever the circumstances are most favorable regarding stars, studio facilities and so on—there we will produce," Mr. Kaufman said.

Guild, Vitapix Set Up New Distribution Program

VITAPIX Corp., station-owned tv program firm, and Guild Films Co. have adopted a new working plan in their cooperative tv film production, sale and distribution tieup. The new plan, designed to give more flexibility to both parties, was announced by Reuben R. Kaufman, Guild president, and John E. Fetzer, head of the Fetzer stations and Vitapix board chairman.

In line with a plan for a "progress review," originally agreed on last October when the two groups set up their mutual operation, Guild will have more chance to expand its program development and sale activities by releasing its national films through program and distribution channels other than Vitapix, which will continue to make its facilities available to Guild on the existing basis. Representing Vitapix in negotiations were these members of the Executive Committee: Chairman Fetzer; Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Paul O'Bryan, counsel; Joseph E. Baudino, Westinghouse Broadcasting Corp.; Richard Borel, WBNS-TV Columbus, Ohio, and Edward Hall, executive vice president-general manager.

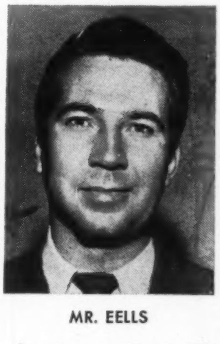
Official Films Elects Hackett as Board Chairman

MR. HACKETT

HAROLD HACKETT last week was elected chairman of the board of Official Films Inc., New York, and will continue in the post of president, which he has held since 1953.

Before joining Official in 1953, Mr. Hackett had been associated with MCA for 20 years and had served as vice president of radio and television. Voting at the directors' meeting were: Herb Jaffe, vice president and director of sales; Herman Rush, vice president; Isaac D. Levy, director; Herb Siegel, secretary, and Seymour Reed, treasurer.

TPA Names H. J. Eells To Head Chicago Office



MR. EELLS

H. J. EELLS, western sales representative for a group of national publications and radio stations, joins Television Programs of America as sales manager of the Chicago office, Michael M. Sillerman, TPA executive vice president, announced last week. Mr. Eells succeeds Bob Hoffman, who has resigned.

At the same time, Mr. Sillerman said that Edward R. Lewis and Vincent Melzac of the sales staff have been promoted to the posts of spot supervisors. They will report to Hardie Frieberg, vice president in charge of the eastern division, the territory they will cover jointly.

ABC Film Names Robert Fisk

ROBERT M. FISK, formerly assistant manager of the film exchange at NBC, has been named film supervisor of ABC Film Syndication Inc., New York, George T. Shupert, president, announced last week. Mr. Fisk reports to Joe Greene, newly-appointed manager of the client service department. Before his association with NBC, Mr. Fisk served in the U. S. Army Signal Corps as a motion picture cameraman.

RCA Recorded Prog. Service To Distribute 'Snead Show'

IN A MOVE related to the expansion of RCA Recorded Program Services in the tv film distribution field, A. B. Sambrook, manager, announced last week that the organization has acquired distribution rights to *The Sam Snead Show,* a series of 39 films dealing with tips on golf.

RCA Recorded Program Services, which has served primarily in the recorded program field, obtained distribution rights to the *Town and Country Time* quarter-hour and half-hour series six weeks ago. Paul White, who was appointed two months ago as advisor on films to the company, participated in negotiations for *The Sam Snead Show* with Robert Perine of Scope Productions, Indianapolis, which produces the series.

Mr. Sambrook revealed that 24 hours after company salesmen had been notified of the distribution agreement, the new series was sold to WVEC-TV Hampton-Norfolk, Va., which will present it twice a week under the sponsorship of Variety Shops.

KSTP-TV Says Ziv Reneged On Film, Sues for $512,740

SUIT was filed last week by KSTP-TV Minneapolis to recover $512,740 damages from Ziv Television Programs Inc. for alleged failure to carry out a contract for rental of *District Attorney* for six months starting next Oct. 20.

The action, filed in U. S. District Court, asked the court to restrain Ziv from renting the film series to a competing local station and to compel rental of the film to KSTP-TV at $400 a week. In lieu of performance of the claimed agreement, KSTP-TV asked the court to award $512,740 damages plus costs.

Damage to goodwill was placed by KSTP-TV at $500,000, with $12,740 sought as profit it would acquire during the six-month rental period. The station added that it had spent large sums over a long period to promote the *District Attorney* series.

Ziv officials declined to comment on the suit, explaining they were not familiar with its details since the papers had not been served.

Dube Heads Craftsman Film, New N. Y. Production Firm

MR. DUBE

ESTABLISHMENT of Craftsman Film Inc., New York, as a tv film production and distribution company was announced last week by Jackson Dube, executive vice president and general manager. Headquarters have been set up at 350 Fifth Ave., New York. Telephone is Lackawanna 4-8664.

Mr. Dube, previously eastern sales manager of Atlas Films, New York, reported that the new company has purchased exclusive rights to the 44-quarter hour films in the *Greatest Fights of the Century* series from Manny Baum Enterprises.

wnbf

BINGHAMTON

5,000 WATTS 1290 KC

CBS AFFILIATED

FAMILIAR CALL LETTERS TO 1,532,000 PEOPLE

announces the appointment of

JOHN BLAIR
& COMPANY

as exclusive national representative

Effective August 1, 1955

wnbf-tv

BINGHAMTON

CHANNEL 12 MAXIMUM POWER

CBS Primary affiliate also affiliated with ABC, DU MONT and NBC Television Networks

announces the appointment of

BLAIR TV

as exclusive national representative

Effective August 1, 1955

MIDWEST SPONSORS START GRID BUYING

Standard Oil (Indiana) takes Chicago Bears broadcasts. Miller Brewing buys half of All Stars-pro game on ABC-TV.

SPLURGE of sponsor activity erupted on the football front in the Midwest last week, involving two leading advertisers—Standard Oil Co. (of Indiana) and Miller Brewing Co.—among others, and substantial broadcast expenditures.

Standard announced that for the 10th straight year it will sponsor broadcasts of all Chicago Bears pro games and is still working out plans for college air commitments. National Football League contests of the Bears will be carried for the third consecutive year by WGN Chicago and possibly, but not probably, on a midwest regional hookup. Standard also will pick up the tab for 13 *Bears Quarterback Club* weekly film shows.

The oil company, always a heavy regional radio-tv spender, also figures among the advertisers announced last week for the ABC-TV telecast of the *Chicago Tribune*'s annual football classic between the College All Stars and NFL Champion Cleveland Browns at Chicago's Soldiers Field Aug. 12.

LATEST RATINGS

NIELSEN

TOP TV SHOWS
(Two Weeks Ending June 25)
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1.	I Love Lucy (Philip Morris) (CBS)	13,454
2.	Toast of the Town (CBS)	13,232
3.	Jackie Gleason Show (CBS)	12,592
4.	George Gobel Show (Armour) (NBC)	12,349
5.	I Love Lucy (P & G) (CBS)	12,159
6.	George Gobel Show (Pet Milk) (CBS)	11,914
7.	Dragnet (NBC)	11,231
8.	December Bride (CBS)	11,204
9.	This Is Your Life (P & G) (NBC)	10,821
10.	Buick-Berle Show (NBC)	10,775

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes %
1.	Toast of the Town (CBS)	40.7
2.	I Love Lucy (Philip Morris) (CBS)	40.5
3.	Jackie Gleason Show (CBS)	39.3
4.	George Gobel Show (Armour) (NBC)	37.4
5.	I Love Lucy (P & G) (CBS)	36.6
6.	George Gobel Show (Pet Milk) (NBC)	36.3
7.	This Is Your Life (P & G) (NBC)	35.7
8.	Roy Rogers Champ. Rodeo (NBC)	35.2
9.	Dragnet (NBC)	34.2
10.	December Bride (CBS)	33.9

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

TOP TEN MULTI-WEEKLY SHOWS, JUNE 1-7, 1955

	Program	Average Rating
1.	Howdy Doody (NBC)	20.2
2.	Coke Time (NBC)	18.1
3.	Dinah Shore (NBC)	17.6
4.	Perry Como (CBS)	16.0
5.	News Caravan (NBC)	15.6
6.	Big Payoff (CBS)	14.3
7.	Arthur Godfrey (CBS)	13.9
	Tonight (NBC)	13.9
8.	Art Linkletter (CBS)	13.5
	Pinky Lee (NBC)	13.5
9.	Welcome Travelers (CBS)	13.0
10.	Tennessee Ernie Ford (NBC)	12.7

Copyright, Videodex Inc.

TRENDEX

TOP TEN TV—JULY 1-7

1.	$64,000 Question (CBS)	23.1
2.	I've Got a Secret (CBS)	18.2
3.	Toast of the Town (CBS)	17.7
4.	Person to Person (CBS)	17.3
5.	Video Theatre-Preview Series (NBC)	16.8
6.	Ford Theatre (NBC)	16.2
7.	What's My Line (CBS)	15.7
8.	Four Star Playhouse (CBS)	15.6
9.	Godfrey's Friends (CBS)	14.8
10.	Undercurrent (CBS)	14.8

Standard will join Union Oil Co. of California in the far West and Atlantic Refining Co. in the East as regional sponsors, in their respective areas, of one half of the game. Miller Brewing Co. will carry the other half on the full ABC-TV network. Plans were announced in Chicago Wednesday by James Beach, director of ABC-TV Central Div.

Agencies are Mathisson & Assoc. for Miller; D'Arcy Adv. for Standard; Young & Rubicam for Union Oil, and N. W. Ayer & Son for Atlantic. (In Chicago WGN-TV will carry the game, and not WBKB [TV], ABC outlet.)

Conspicuously absent in the Standard announcement was any reference to a possible regional network for the Bears on radio and to any plans for home game telecasts of the Chicago Bears and Cardinals on ABC-TV, which Standard sponsored in 1954.

Standard's radio plans call for 12 Bears games, including five exhibition contests, starting Aug. 20 and running through Dec. 11, with Jack Brickhouse handling play-by-play.

The Bears radio contract was signed by Frank O. Prior, Standard president; Wesley I. Nunn, its advertising manager, and George Halas, Bear's president-coach.

CITRUS COMMISSION HEAVY ON TV SPOTS

THE Florida Citrus Commission's 1955-56 advertising campaign, outlined in Lakeland, Fla., Wednesday by Benton & Bowles, which recently won the account in competition with four other agencies [B•T, June 6], will put the biggest share of its media money into television spots.

The breakdown on media expenditures: tv spot campaign, $1,380,000; radio spot package with Mutual Broadcasting System, $140,000; black-and-white newspapers, $425,000; color newspapers (supplements), $430,000; national magazines *(Saturday Evening Post* and *Life)*, $325,000. The remainder of the tentative $3 million budget for the period from Oct. 1, 1955, to Sept. 30, 1956, includes two $150,000 items for production and for a reserve fund to be committed later.

The Wednesday presentation, which was approved in principle by the commission, showed that local media is getting a heavier play than in the past at the expense of magazines and network shows, such as Tom Moore's radio program and the *Twenty Questions* tv program, which have been dropped. Agency spokesmen said the heavy spot broadcast recommendations and the newspaper space proposals were made to back up the commission's merchandising program.

Merger of Whirlpool, Seeger Appliance Companies Planned

PROPOSED MERGER of Whirlpool Corp. with Seeger Refrigerator Co. and acquisition of the stove and air-conditioning divisions of RCA was announced to Whirlpool stockholders last week.

The new firm will be known as Whirlpool-Seeger Corp., with total assets of about $130 million and net worth of about $85 million. RCA will have minority stock interest in the new company, along with Sears, Roebuck & Co., which has sold Seeger refrigerators under the name of Coldspot and Whirlpool home laundry products under the name of Kenmore. Whirlpool also sells its own line.

For the Record

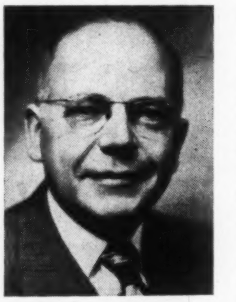
AIR CONDITIONING units sold under the RCA trademark have been manufactured by the Fedders-Quigan Corp. under a contract with RCA which continues to June 30, 1956, Salvatore Giordano, president of Fedders-Quigan, confirmed last week. He made the statement, he explained, "to clarify any misunderstanding that might arise from news reports in connection with the proposed Whirlpool-Seeger merger recently announced."

The move is designed to strengthen Whirlpool's hand in the home appliance field during the present growth period for which advertising has been stepped up substantially. The firm recently bought into NBC-TV's fall Milton Berle-Martha Raye series.

The new company will be headed by Elisha Gray, president of Whirlpool, and Walter Seeger, board chairman of Seeger, in those respective posts. The Whirlpool account is handled by Kenyon & Eckhardt Inc., Chicago.

Miles Labs' Oscar Capelle Dies of Heart Ailment at 60

FUNERAL services were conducted Wednesday in Elkhart, Ind., for Oliver B. Capelle, 60, advertising manager of Miles Labs Inc. He succumbed from a heart condition at his home July 17.



MR. CAPELLE

Mr. Capelle, who was with Miles for 20 years and was credited with starting unknowns to radio stardom, joined the firm in 1935 as sales promotion manager. He became advertising manager in January 1953 and was credited with placing millions of dollars of broadcast and other advertising for Miles.

He was the author of a radio comedy, *Thank You, Stusia,* on NBC, and chose Hal Peary and Willard Waterman for roles which led them to fame as "The Great Gildersleeve" in radio and motion pictures. Mr. Capelle also conducted a local version on WTRC Elkhart of what was to become later a network show, *Quiz Kids.* At one time, he actually conducted the show for ailing quizmaster Joe Kelly.

Mr. Capelle is survived by his wife, a sister, and a niece and nephew.

Standard Brands Buys 'Doody'

EXTENSIVE advertising schedule on NBC-TV's *Howdy Doody,* Monday through Friday, 5:30-6 p.m. EDT, has been purchased by Standard Brands Inc. for its Royal desserts products, it was announced last week. Effective Sept. 22, Standard, through Ted Bates & Co., has purchased the Thursday, 5:45-6 p.m. segment for 39 weeks.

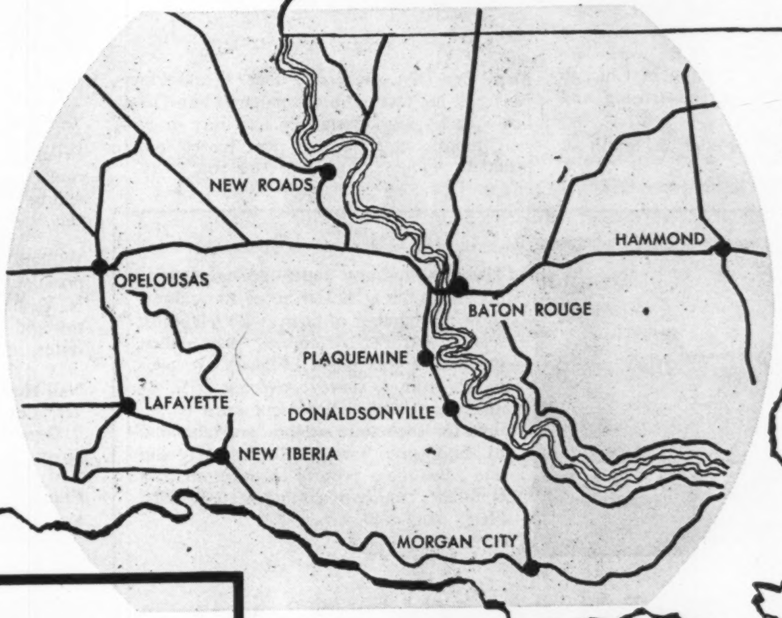
Starting Sept. 12, *Howdy Doody* will be telecast in both black-and-white and color from the network's color studio at Radio City, New York. Other sponsors of the series are Colgate-Palmolive Co. and Continental Baking Co., both through Ted Bates & Co., and Welch Grape Juice Co., through Kenyon & Eckhardt.

There's a BIG new Picture in prosperous Louisiana

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana


NEW ROADS
HAMMOND
OPELOUSAS
BATON ROUGE
PLAQUEMINE
LAFAYETTE
DONALDSONVILLE
NEW IBERIA
MORGAN CITY

MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

NBC–ABC

POWER:
100,000 watts

MORE TOWER:
1001 ft. 6 inches

Largest TV Antenna
in the United States
12 Bays—Channel 2

$899,481,000.00 Effective Buying Power!

American Tobacco, GF Buy 'M-G-M Parade' on ABC-TV

AMERICAN Tobacco Co. and General Foods Corp. will co-sponsor *M-G-M Parade,* new weekly half-hour series which will debut Sept. 14 on ABC-TV, it was announced last week by Robert E. Kintner, president of ABC. The show will be seen Wednesdays, 8:30-9 p.m. EDT, following the network's *Disneyland*.

The series, which George Murphy will host and direct, marks M-G-M's entry into the television field. Format will be selected short features from the M-G-M library and behind-the-scenes information about motion picture production.

Agency for American Tobacco (Pall Mall cigarettes) is Sullivan, Stauffer, Colwell & Bayles. Agencies for General Foods are Benton & Bowles for Instant Maxwell House coffee and Young & Rubicam for Minute Rice.

Webcor Debuts in Network Tv On NBC-TV Tony Martin Show

WEBSTER-CHICAGO Corp. will go into network television for the first time Sept. 5 as alternate-week sponsor of the NBC-TV Tony Martin show, it was announced last week by the electronics manufacturer.

Webcor will sponsor the Martin show every other week over 77 stations and receive commercials each week for 26 weeks under a "cross-plug" arrangement. Plans were announced at a distributors meeting in Chicago by E. W. Olson, director of advertising and public relations.

Agency for Webcor is Fuller & Smith & Ross, Chicago.

Louis to Head NL&B Plans

APPOINTMENT of John J. Louis Sr., senior vice president, as chairman of its agency plans board was announced last week by Needham, Louis & Brorby Inc., Chicago. He will head an eight-man group which directs all advertising plans and programs for the agency's clients. Mr. Louis is majority owner and board chairman of KTAR Broadcasting Co., which owns KTAR and KVAR (TV) Mesa-Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

Seeds to Handle Sheen Series

ADMIRAL Corp. plans to announce the appointment of Russel M. Seeds Co. to handle advertising for Bishop Fulton Sheen's *Life Is Worth Living* series, previously in the hands of Erwin, Wasey & Co., New York.

Seeds has been handling all other Admiral advertising. Still to be arranged is Admiral's sponsorship of the Sheen series on ABC-TV this fall, although actual signing is regarded as just a formality.

SPOT NEW BUSINESS

Albers Div., Carnation Co. (Albers Oats, Flapjack Mix), L. A., starts CBS-TV Film Sales' *Annie Oakley* series in eight western markets for 26 weeks (13 alternate weeks) from today (Mon.).

Birds Eye Div., General Foods, White Plains, N. Y., to use test radio campaign in San Diego-Los Angeles market starting late July or early next month to introduce new frozen potato product. Agency: Young & Rubicam, N. Y.

FARM TV SETS

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

IDAHO	Total Farms	Farms With Tv	% Tv Farms
Ada	2,007	879	43.8
Adams	283	38	13.4
Bannock	873	267	30.6
Bear Lake	759	73	9.6
Benewah	440	109	24.8
Bingham	2,160	840	38.9
Blaine	320	55	17.2
Boise	142	33	23.2
Bonner	1,150	373	32.4
Bonneville	1,482	684	46.2
Boundary	596	128	21.5
Butte	271	67	24.7
Camas	131	12	9.2
Canyon	4,183	1,725	41.2
Caribou	578	145	25.1
Cassia	1,225	296	24.2
Clark	67	42	62.7
Clearwater	386	62	16.1
Custer	290	54	18.6
Elmore	407	94	23.1
Franklin	1,098	403	36.7
Fremont	891	372	41.8
Gem	916	241	26.3
Gooding	1,038	49	4.7
Idaho	1,090	79	7.2
Jefferson	1,247	588	47.2
Jerome	1,122	135	12.0
Kootenai	1,324	494	37.3
Latah	1,309	445	34.0
Lemhi	491	4	0.8
Lewis	391	78	19.9
Lincoln	413	73	17.7
Madison	902	413	45.8
Minidoka	1,067	208	19.5
Nez Perce	938	156	16.6
Oneida	485	246	50.7
Owyhee	744	310	41.7
Payette	1,113	387	34.8
Power	397	154	38.8
Shoshone	168	41	24.4
Teton	447	102	22.8
Twin Falls	2,406	279	11.6
Valley	206	47	22.8
Washington	776	124	16.0
Idaho Total	38,729	11,404	29.4

VERMONT	Total Farms	Farms With Tv	% Tv Farms
Addison	1,368	769	56.2
Bennington	690	422	61.2
Caledonia	1,332	337	25.3
Chittenden	1,186	513	43.3
Essex	361	127	35.2
Franklin	1,704	872	51.2
Grand Isle	302	130	43.0
Lamoille	828	277	33.5
Orange	1,355	328	24.2
Orleans	1,527	477	31.2
Rutland	1,409	783	55.6
Wash'gton	1,321	333	25.2
Windham	989	286	28.9
Windsor	1,609	414	25.7
Vermont Total	15,981	6,068	38.0

NEW HAMPSHIRE	Total Farms	Farms With Tv	% Tv Farms
Belknap	575	278	48.3
Carroll	467	239	51.2
Cheshire	817	343	42.0
Coös	670	211	31.5
Grafton	1,393	378	27.1
Hillsb'ough	1,831	1,252	68.4
Merrimack	1,542	956	62.0
Rock'gham	1,678	1,114	66.4
Strafford	660	406	61.5
Sullivan	778	298	38.3
New Hampshire Total	10,411	5,475	52.6

NETWORK NEW BUSINESS

Allstate Insurance Co. to sponsor Army-Navy football game Nov. 26 on MBS. Agency: Christiansen Agency, Chicago.

Ronson Corp., Newark, N. J., to sponsor Wed., Fri. segments of *Douglas Edwards With the News* on CBS-TV (Mon.-Fri., 7:30-7:45 p.m. EDT), effective Aug. 24. Agency: Norman, Craig & Kummel Inc., N. Y.

AGENCY APPOINTMENTS

International Salt Co., Scranton, Pa., has named BBDO, N. Y., to handle all advertising. Firm spends approximately $750,000 annually and plans to use radio-tv.

OZ Greeting Card Co., N. Y. and North Hollywood, and **Klepa Arts Co.,** L. A., name Francis D. Gonda Co., L. A. OZ will use tv-radio. Alex M. Victor, radio-tv director, is account executive on both accounts.

Redi-Magic Milk Shake Mix Co., L. A., has named Roy S. Durstine, N. Y. Product has been tested on spot market basis over past two years and now is being launched nationally. Handling account as supervisor is Neil Heard, newly-appointed western marketing director; William D. Sloan, L. A. office manager, and John Malone, N. Y. vice president.

A&A PEOPLE

John Bentia elected president and director, Alliance Mfg. Co. (Tenna-Rotor, Phonomotor, Lift-A-Dor, other tv and electronic components), Alliance, Ohio.

Frank Blotter, formerly tv-radio director, Ruthrauff & Ryan, Chicago, named vice president and tv-radio director, Mumm, Mullay & Nichols Inc., same city.

William A. Walker and **Jay Berry** elected vice presidents, Brooke, Smith, French & Dorrance, N. Y., heading creative and client service activities and business development in north Atlantic states, respectively.

Neil Heard, general sales and advertising manager, Louis Milani Foods Inc., L. A., to Roy S. Durstine Inc., same city, as western marketing director.

Frank S. Drake, General Mills, Minneapolis, appointed sales and merchandising director, O-Cel-O div.

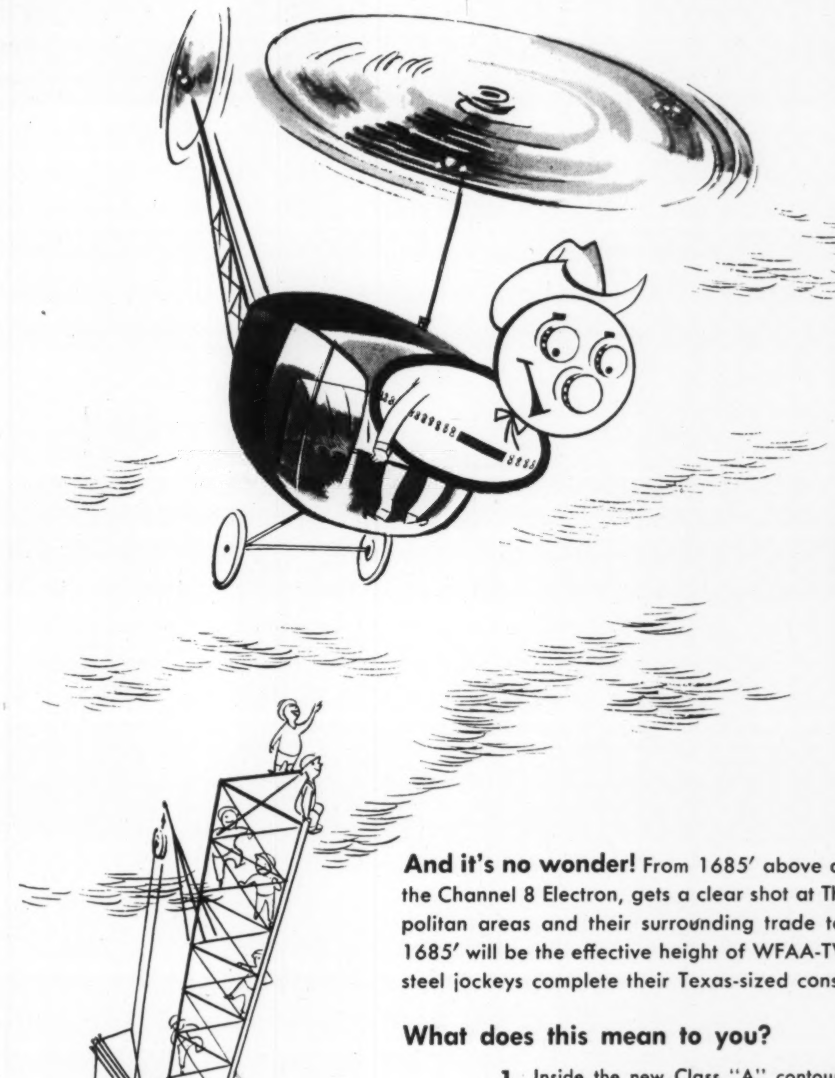
W. F. Schaeffner, corporate purchasing dept., General Foods, White Plains, N. Y., appointed purchasing manager, Perkins Products Co. (Kool-Aid soft drink powder, Good Seasons salad dressing mix), Chicago, General Foods subsidiary.

Richard H. Robinson, former account executive, Erwin, Wasey & Co., L. A., to McCann-Erickson, Cleveland, as assistant account executive.

Josephine A. Munson, formerly with Arthur Meyerhoff & Co., Chicago, to copy staff, Joseph Katz Co., Baltimore.

Harry W. Chesley Jr., vice president in charge of coordination of advertising, selling and merchandising activities of Philip Morris & Co., N. Y., named to serve again in 1955 as chairman of National Radio-Television-Film Committee of United Community Campaigns of America.

Keith Connes, commercial copywriter, Young & Rubicam, N. Y., father of girl, Lynn Ruth.



BUSINESS LOOKS GREAT FROM UP HERE!

And it's no wonder! From 1685′ above average terrain, Egbert, the Channel 8 Electron, gets a clear shot at THREE recognized metropolitan areas and their surrounding trade territories. So what? So 1685′ will be the effective height of WFAA-TV's antenna when those steel jockeys complete their Texas-sized construction project.

What does this mean to you?

1. Inside the new Class "A" contour will be Dallas and Fort Worth — North Texas neighbors who account for more retail dollars than the nation's 12th ranking metropolitan area.* Add Waco's business (it's within Class "B" range) and that of the smaller communities in the WFAA-TV picture — and you have one of the most important markets in these United States!

2. Already the tower is taller than any other structure in the state. By October, WFAA-TV's 316,000-watt signal will blanket this major concentration of population and wealth.

To Egbert, the Channel 8 Electron, business looks great — for sponsors who use WFAA-TV to cover this lush market in one easy operation.

Channel 8
WFAA-TV
DALLAS
NBC · ABC · DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

* **Dallas - Fort Worth — $1,643,940,000**
Minneapolis - St. Paul — $1,551,460,000
Source: SM's Survey of Buying Power, May 10, 1955

(Continued from page 34)

COMMENTS FAVOR UHF BOOSTER PLAN

factors, in addition to the technical problems involved, was made by WELI-AM-TV New Haven, Conn. It declared that booster stations should not be permitted to serve communities that have tv channels assigned to them. WELI pointed out that one of the contributing factors to uhf ills is extensive and excessive coverage permitted many tv stations. This proposal provides an additional measure for extending coverage, economic power and network advantages of the larger and more powerful stations, WELI charged. WELI-TV (ch. 59) is not on the air.

The FCC proposal aroused the attention of community groups anxious to establish their own boosters to receive tv service. Two petitions from citizens of Pateros and Brewster, Wash., were submitted by Thomas L. Stephens, chairman of the legislative committee of the Brewster Chamber of Commerce. They ask that any person or firm be permitted to install and operate such stations.

Another Washington State group, Quincy Valley T-V Inc., a non-profit organization, headquartered at Quincy, also asked that boosters be licensed for use by communities.

Last May the FCC moved against about 20 people of this group for operating a booster and receiving programs from Spokane without FCC license [B•T, June 6]. Quincy Valley claimed the booster is the most efficient and low cost method of securing tv for this area of 20,000 people who own over 2,500 tv sets. Quincy Valley claimed this operation would have an initial cost of not more than $1,500 per channel and that maintenance costs would be negligible. These boosters should not be permitted further than the station's coverage area, the organization stated.

An unsuccessful application for a uhf booster at Maui, Hawaii, to receive programs from Honolulu, asked that this type of operation be authorized immediately.

Howard K. Lindsey, who said he has been in radio 20 years and first worked with tv in New York in 1934, said KGMB-TV Honolulu (ch. 9) was given the go ahead to build a satellite in Maui on ch. 3 with strength enough to cause interference to ch. 4 KULA-TV in Honolulu. He asked, if high power satellites are authorized why not low power boosters that can't interfere? He said the desire of people to receive tv is so great it will force them to operate illegal boosters if the FCC doesn't act favorably on the proposal.

In addition to RCA and Adler, experiments were conducted by Sylvania Electric Products Inc. at Emporium, Pa. [B•T, Sept. 21, 1953] and WSM-TV Nashville at Lawrenceburg, Tenn. [B•T, June 7, 1954]. Sylvania, WSM-TV and RETMA filed favorable comments Thursday.

WSM-TV asked that the proposal be extended to include vhf boosters.

COMMUNIST INFILTRATION OF RADIO-TV TO BE PROBED BY CONGRESSIONAL UNIT

House committee sets hearings in New York Aug. 15-19 to investigate entertainment. Subpoenas are out for at least a dozen broadcast industry actors and writers.

HEARINGS will be held Aug. 15-19 in New York by the House Un-American Activities Committee into alleged communist infiltration of the radio-tv and other entertainment fields, Chairman Francis E. Walter (D-Pa.) said last week.

Chairman Walter said at least a dozen actors and writers in radio and tv and the legitimate theatre have received subpoenas for the hearing sessions. A committee staff member declined to release the names of those witnesses already subpoenaed last week because, he said, he did not have a list of those who have received subpoenas and those who have not. As for those who have not been summoned, he said if they found that the committee was looking for them, "they'd head for Bermuda."

The New York hearings will be held in the U. S. Court House at Foley Square.

Meanwhile, the American Federation of Television & Radio Artists said last week it was polling members on whether the union should discipline a member who refuses to give information to a congressional committee.

AFTRA said the mail referendum of its 15,000 members asks for a vote on whether the union should adopt a rule that would authorize action against any performer who declines to tell a congressional committee whether he is, or was, a communist.

Frank Nelson, AFTRA national president, said the proposed rule was adopted unanimously by the union's national board at its Seattle meeting, held during the national convention [B•T, July 18], and was subject to ratification by the national membership.

Mr. Nelson said AFTRA and its members "owe a primary duty to their country to cooperate with any duly authorized congressional committee investigating communism." He pointed out that at previous hearings by the House Un-American Activities Committee, some performers had defied the congressmen.

The proposed rule specifies that if any member declines to cooperate with a Senate or House committee, the witness may be investigated and charges may be heard by a board of the AFTRA local to which he belongs. The local board may, at its discretion, fine, censure, suspend, or expel the performer from membership. Expulsion would deny an actor the opportunity to work for the major networks and the large radio and tv stations where AFTRA has a union shop.

The vote will be in secret. All ballots must be returned to the union's headquarters by 5 p.m., Aug. 8.

Kern FTC Commissioner

THE Senate last week confirmed the nomination of William C. Kern, Democrat of Indiana, to a seven-year term as Federal Trade Commissioner, succeeding former Sen. James M. Mead (D-N. Y.), whose term expires Sept. 25. Mr. Kern is assistant director of the FTC's Bureau of Litigation.

Government Interference

CITY COUNCIL of Santa Fe, N. M., is mulling the idea of shifting its traditional Wednesday night session to Thursday night since both the councilmen and the citizens purportedly don't like the idea of giving up their viewing of *Wednesday Night Fights*, according to ABC-TV. The network, which carries the program, claims the Santa Fe Council story was carried nationally by International News Service.

WKLO-AM-TV SALE APPROVED BY FCC

Ex - Secretary of Commerce Sawyer buys Louisville stations for $350,000. Sales of WOBS - AM - TV Jacksonville and WAGE - TV Marquette filed.

SALE of WKLO-AM-TV Louisville, Ky., from a group of local businessmen to Charles W. Sawyer, former Secretary of Commerce, for $350,000, was approved by the FCC last week.

At the same time applications were received by the FCC for approval of the sales of WOBS-AM-TV Jacksonville, Fla., and WAGE-TV Marquette, Mich.

The Louisville stations were sold to Mr. Sawyer's Great Trails Broadcasting Corp. [B•T, July 4] by a group including James F. Brownlee, Milton S. Trost, Harold Plunkett and Emanuel Levi.

WKLO (1080 kc with 5 kw day and 1 kw night) began operating in 1948 and had a net income of $61,545 in 1954. WKLO-TV (ch. 21) suspended programming in April 1954 after being on the air about 18 months. In 1954 it showed a loss of $219,073.

Mr. Sawyer also owns WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, and WCMI Ashland, Ky.

WKLO-TV is seeking to move chs. 7, 9 and 13 into Louisville to make it all vhf [B•T, July 4].

Controlling interest in WOBS Jacksonville and permit for its sister station WOBS-TV (ch. 30), not yet on the air, is being sold by E. D. Rivers Sr. to Carmen Macri, president-general manager and 21.1% owner of the stations [B•T, July 4]. Mr. Macri will pay $90,000 for Mr. Rivers' 60% interest. No change in WOBS staff or programming is planned.

Payments will be made in 40 quarterly installments of $2,250, plus 6% interest per year on the unpaid balance.

Mr. Macri, in addition to his WOBS interest, is 40% owner of WABR Winter Park, Fla., and 2.5% owner of WMIE Miami. He also is applicant for a new am station at Palatka, Fla.

Mr. Rivers is principal stockholder of Sun Coast Broadcasting Co. (WMIE Miami) and has filed with the Commission for purchase of WWPG-AM-FM Palm Beach [B•T, July 4].

Profit of WOBS for the 11 months ending last April 30 was $13,727, while the balance sheet of licensee Southern Radio & Equipment Co. showed a deficit of $17,606. Total assets of $98,479 were reported for Southern. The net worth of Mr. Macri was listed as $121,484.

The tower of WOBS-TV has been erected and the studios completed, but other equipment

FOR SMALL, MEDIUM, OR LARGE STATIONS...

G.E.'s packaged relay systems provide superior switching at the cost of conventional switching equipment

Your station—large, medium or small... monochrome or color—can benefit from a G-E packaged relay switching system... now available at an initial cost comparing favorably with conventional switching.

For small or medium stations, the G-E TS-1-A controls up to eight non-composite and two composite inputs, with outputs for full line monitoring. Laps, fades, dissolves are smoother, faster and positive.

For larger stations, G.E.'s TS-2-A offers exceptional quality of previews, switching, fading, and dissolves. Up to 12 non-composite inputs, with preview and switching facilities for two composite inputs.

For all stations regardless of size, General Electric relay switching means clean, transient-free switching, distortion-free pictures in either monochrome or color. It provides flexible by-pass for studio rehearsals and preview of superimpositions. Bounce and low-frequency distortion are eliminated by clamps in the mixing amplifier.

Find out how a G-E Packaged Relay System can provide your station with better, more economical switching. Contact your nearest G-E representative today. Or, write: *General Electric Company, Section X275-25, Broadcast Equipment, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*

G-E TS-1-A SWITCHING SYSTEM

FOR SMALL / MEDIUM STATIONS—a complete package of switching facilities—switching panel, video and sync mixing amplifiers, power supplies, calibration monitor and cabinetry. Substitute items for adapting package to your needs.

G-E TS-2-A SWITCHING SYSTEM

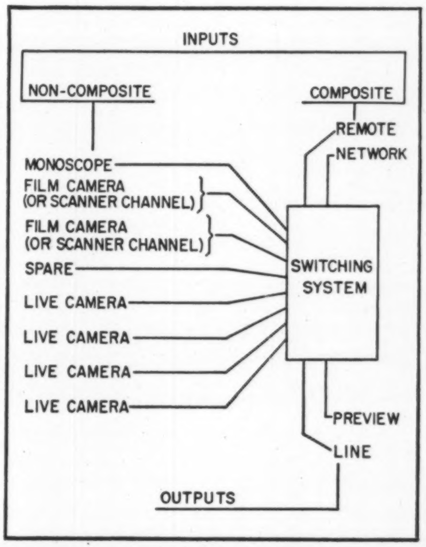
FOR LARGE STATIONS—block-build switching facilities to fit needs. Plug-in relay chassis assemblies, transfer, video mixing, and sync mixing amplifiers, together with power supply and control panel, offer an almost unlimited variety of switching combinations.

Only Relay Switching can give you these advantages:

- Relays minimize cross talk.
- DC control of video signals gives noise-free manual laps and fades.
- Simplified installation and maintenance because all non-composite coaxial connections are in the rack and not at the control panel.
- Removal of heat and microphonic problems by rack-mounting those tubes and amplifiers usually found at the panel and in the console.

-----------▶

G-E TS-1-A SWITCHER. For up to 8 non-composite and 2 composite inputs.



Progress Is Our Most Important Product

GENERAL ELECTRIC

is not yet on hand, the application stated. WOBS operates on 1360 kc with 1 kw day.

Permit for WAGE-TV Marquette (ch. 6) is being sold by Jerome Sill, president and principal stockholder, to WDMJ there for $20,000 [B•T, July 18].

Mr. Sill reported in the transfer application that for reasons of health he is compelled to sell his broadcast interests interests in the Midwest and is moving to the East. On July 1 he sold back his interest in WMIL Milwaukee to licensee Cream City Broadcasting Co.

Lake Superior Broadcasting Co., WDMJ licensee, is wholly owned by the Mining Journal Co. (*Marquette Journal*) of which Frank J. Russel Jr. is president and chief owner. Mining Journal also owns WMIQ Iron Mountain, Mich. (*Iron Mt. News*), and a minority interest in WSAU-AM-TV Wausau, Wis. Stanley R. Pratt, WMIQ vice president, holds a minority share in WSOO Sault St. Marie, Mich.

According to the application, WAGE-TV intends to pick-up CBS programs from WBAY-TV Green Bay, Wis., via microwave. The cost of maintenance and operation will be shared equally by the stations. WBAY-TV will pay the Marquette station 20% of the national spot revenue, while WAGE-TV will sell all time not ordered by CBS. National advertising will be carried simultaneously by the two stations.

Total assets of WAGE-TV as of May 31 were set at $22,136, with liabilities of $18,552. Lake Superior showed assets of $114,817 and a surplus of $73,270 as of May 31.

Easing of Restrictions On Private Holdings Sought

SOME persons who take federal office—and who heretofore have been required to divest themselves of offices and interests in firms which are affected by decisions or business transactions of the federal office to which they are appointed—would not have to divest themselves of their positions or interests in such firms, under identical bills introduced in the Senate and House.

The bills (S 2539 and HR 7347), introduced by Sen. Joseph R. McCarthy (R-Wis.) and Rep. Marguerite Stitt Church (R-Ill.), respectively, apply to persons appointed to federal office by the President, either with or without the advice and consent of the Senate.

Such a person could take a federal position by including in his oath of office a statement that he will not take part in any federal decision or business transaction affecting the company.

FCC Approves Two Bids For Microwave Tv Links

THE FCC last week approved applications for the construction of two privately owned microwave common carrier systems to pick up and transmit tv signals to community tv systems in Clifton, Ariz., and in Sheridan, Wyo.

Antennavision Service Co. will spend $18,383 to build a microwave relay between Heliograph Peak, in the Pinaleno Mts. of Arizona, and Clifton. The distance is 40 miles. Tv signals of Phoenix stations will be received at Heliograph Peak and transmitted over the microwave to Clifton-Morenci Community Tv Inc., which will serve those two communities as well as Stargo and Plantside, Ariz. Clifton is 130 miles southeast of Phoenix.

Teleview Networks will spend $9,500 to build a 14-mile microwave relay between Red Cloud's Lookout and Sheridan in Wyoming. It will pick up KOOK-TV Billings, Mont., 100 miles away, and deliver the ch. 2 signals to Cloud's Peak Radio & Tv Corp., community system in Sheridan.

HENNOCK FETED AT TESTIMONIAL DINNER

Over 500 crowd Washington affair in honor of former FCC Commissioner. Tributes come from government leaders.

MORE than 500 people in broadcasting and in public life paid tribute to former FCC Commissioner Frieda B. Hennock at a testimonial dinner at Washington's Hotel Shoreham last Wednesday.

Speakers at the banquet, which taxed the capacity of the Terrace Dining Room, included Sen. Estes Kefauver (D-Tenn.), toastmaster; Sen. Herbert Lehman (D-N. Y.) of Miss Hennock's home state; Sen. Wayne Morse (D-Ore.); Chairman J. Percy Priest of the House Interstate & Foreign Commerce Committee; FCC Chairman George C. McConnaughey; NARTB President Harold E. Fellows, and Gordon Brown, WSAY Rochester, who presented the retiring commissioner with a portable television set. In addition, spokesmen for various women's organizations also applauded Miss Hennock's seven years as a commissioner.

There were telegraphic tributes from many leaders, including former President Harry S. Truman, who named Miss Hennock to the FCC.

Miss Hennock's leadership in the cause of educational television was the primary theme for the tributes.

Chairman McConnaughey, speaking for members of the FCC, all of whom were listed as sponsors, referred to Miss Hennock as a "delicious, delightful, distracting dissenter."

Mr. Fellows, speaking for the nation's broadcasters, saluted Miss Hennock for her courage, determination and energy and pointed out that she was going into industry "supported by advertising." This, he said, was "democracy at work." Sen. Morse cited her as a "beautiful symbolism of liberal democracy."

Guests included many members of Congress and others in public life, as well as representatives of stations. No network officials attended.

Miss Hennock, who joined the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa upon her retirement June 30, in her response called for a continued fight to retain educational reservations in perpetuity. She warned against monopoly in tv particularly and urged prompt steps to combat what she described as an immediate problem. She contended that stations are being starved for program services because they cannot find "that advertising dollar." She called for a comprehensive overhauling of programming control and the "breaking up of the great monopolies."

FCC Pay Boost Proposal Would Match Hill Raise

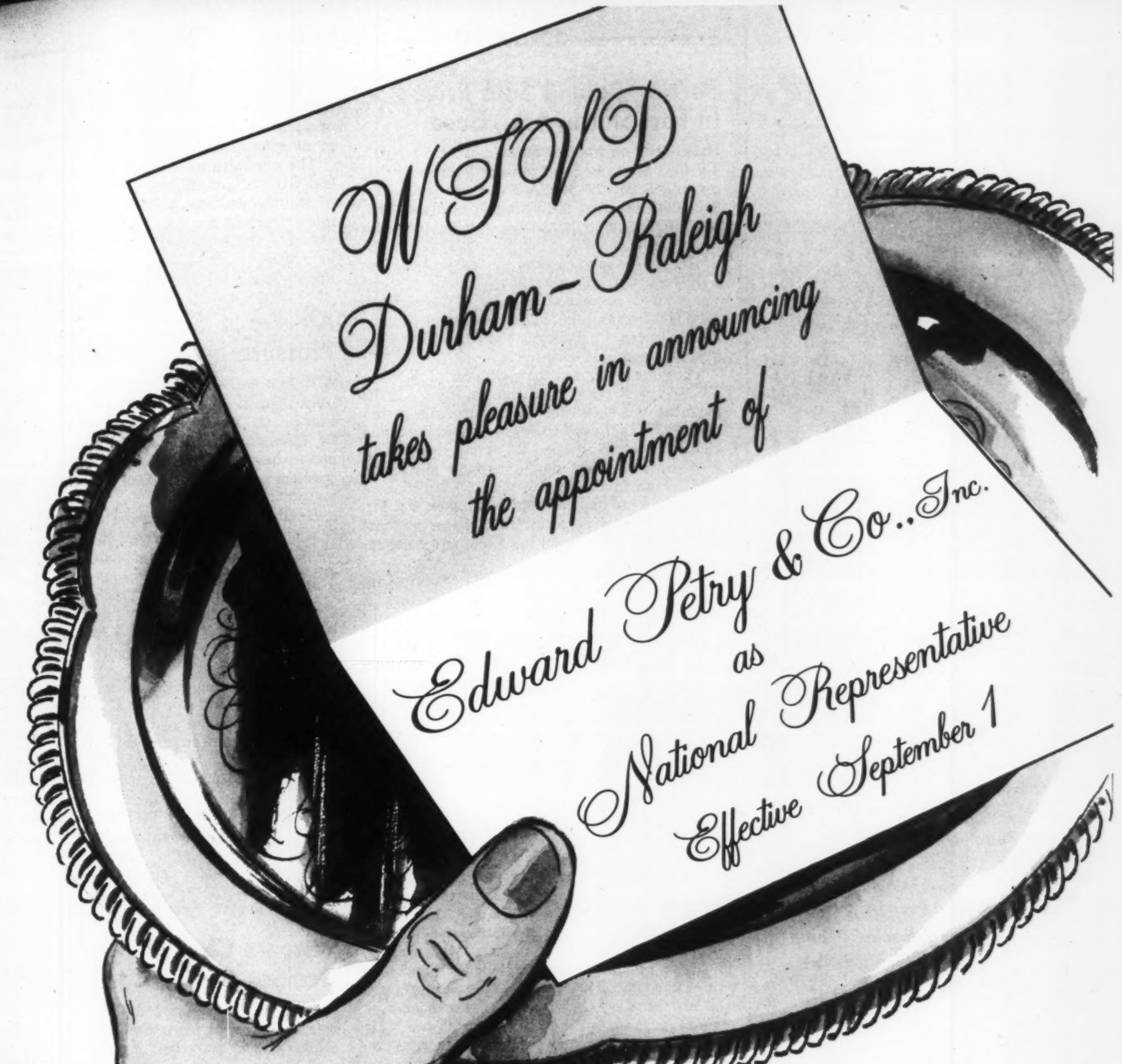
REP. SID SIMPSON (R-Ill.), who has introduced a bill (HR 7387) in the House to raise the salaries of FCC members from the present $15,000 to $22,500 [AT DEADLINE, July 18], said last week he made the proposal because FCC members—and Interstate Commerce Committee members—"historically have received the same salaries as members of Congress." Salaries of congressmen already have been boosted to $22,500 during this congressional session.

It was understood last week that both the Senate and House Post Office & Civil Service Committees have under consideration a request from President Eisenhower to raise the salaries of some 140 members of the various federal agencies, boards and commissions, and assistant secretaries in the President's Cabinet, to $20,000. No bill has been introduced to this effect.

The White House, it was understood, had noted in the request that these salaries should be more than $20,000, but felt congressmen would not agree to a higher figure. There were indications that, even if bills are introduced implementing the $20,000 figure, the amount might be pared down in committee or on the floor to a figure perhaps as low as $17,500.

Although Rep. Simpson said he intended that salaries of ICC members should be raised along with those of FCC members, no bill on ICC salaries had been introduced by last week.

NOTABLES at last week's testimonial dinner for former FCC Comr. Frieda B. Hennock appear with her at the head table. L to r: Sen. Estes Kefauver, toastmaster; FCC Chairman George C. McConnaughey, and Sen. Wayne Morse.



WTVD

Durham-Raleigh

takes pleasure in announcing

the appointment of

Edward Petry & Co.. Inc.

as

National Representative

Effective September 1

Highlighting the

WTVD Basics

Channel 11. Affiliated with NBC and ABC . . .
Covering the Durham-Raleigh area of
441,100 families,* equivalent to the 12th Metropolitan market in the U. S. 245,690* TV homes—more than Jacksonville, Florida, or Richmond, Virginia.

Source: Television Magazine

Go ahead! I have my

TELECASTING Yearbook

JACK POT
YEARBOOK

. . . you'll be the winnah in any quiz on television with your TELECASTING Yearbook-Marketbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1955-56 TELECASTING Yearbook-Marketbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook - Marketbook; the TELECASTING Yearbook-Marketbook,* and 52 weekly issues.

* Publication dates:
BROADCASTING Yearbook January.
TELECASTING Yearbook August.

BROADCASTING TELECASTING
1735 DeSales St. N.W.
Washington 6, D. C.

Here's my order for both Yearbooks and for a subscription to BROADCASTING • TELECASTING.

☐ $11.00 enclosed ☐ Bill me

Name ________________

Firm ________________

Street ________________

City ________ Zone ________

State ________________

Parties Defend Sale Price In Fort Smith, Ark., Case

HEARING on whether the sale of ch. 5 KNAC-TV Fort Smith to Southwestern Publishing Co., owner of ch. 22 KFSA-TV Fort Smith, for $120,000, involves trafficking in licenses [B•T, May 9], was closed last week, following cross examination.

The vhf assignment was granted to American Television Co. in July 1954. American Television Co. is owned by H. S. Nakdimen (KWHN Fort Smith). The ch. 5 grant resulted after a merger agreement with competing applicant George T. Heinreich.

The agreement for the purchase of KNAC-TV, which is not yet on the air, calls for the payment of $50,000 for the construction permit and of $35,000 each to Messrs. Nakdimen and Heinreich over a period of seven years. This involves a covenant not to re-enter telecasting in the Fort Smith area.

The hearing saw both Mr. Nakdimen and Mr. Heinreich testify in justification of the purchase price for the permit and the additional compensation.

Southwestern Publishing Co. (*Fort Smith Times Record* and *Southwest American*) is owned by Donald W. Reynolds. Mr. Reynolds also owns KFSA-AM-FM Fort Smith; KHBG Okmulgee, Okla.; KORK and KLRJ-TV Las Vegas, KOLO and KZTV Reno, both Nevada; KBRS Springdale, Ark. He also owns and publishes the *Bartlesville* (Okla.) *Examiner* and *Enterprise, Okmulgee* (Okla.) *Times* and *Times-Democrat; Las Vegas Review Journal.*

Trade Commission Questions LeBlanc Advertising Claims

DUDLEY J. LeBLANC, who in 1951 scored a sales success story by promoting Hadacol on radio, has been charged by the Federal Trade Commission with falsely advertising the benefits of Kary-On, a vitamin-mineral supplement produced by the LeBlanc Medicine Co.

The FTC complaint cited the LeBlanc firm of Lafayette, La., for making exaggerated claims for Kary-On's power to relieve or cure suffering, most of which appeared on radio and tv. The commission further charged the company with misleading the public by failing to disclose material facts as to the limited therapeutic power of Kary-On.

Specifically, the complaint noted there is no likelihood that Kary-On can benefit many of the ills it lays claim to just because it contains vitamins B1, B2, niacin or iron. These vitamins and elements may not be the cure for the symptoms and ailments for whose relief Kary-On is advertised, the FTC stated.

Similar charges against Hadacol had been issued in September 1951 but were dismissed because the then LeBlanc Corp. had gone into bankruptcy.

FCC, Trade Commission Paperwork Savings Cited

THE final Hoover Commission report—on "Paperwork Management"— was released last week and indicated that the FCC has taken "partial corrective action" on simplifying or eliminating five reports required of broadcasters.

These are forms: 301—application for CP or changes; 314—application to assign station, CP or license; 303—application for license renewal; 315—application to transfer control of licensee; 323—ownership report.

The Hoover Commission, after discussions wih the Federal Trade Commission, estimates that $152,000 was saved through requiring radio and tv stations to submit fewer scripts of commercials to the FTC in the agency's monitoring of radio-tv advertising.

The commission said the equivalent of 40,000 days of continuities were being compiled by stations and sent to Washington—five times more than was needed. The Hoover group suggested "scientific sampling"—selection of the advertising to be reviewed prior to typing by the stations.

Air Force Secretary Denies Pressure in RCA Contract

AIR FORCE Secretary Harold E. Talbott last week denied in testimony before the Senate Permanent Investigations Subcommittee that he had used his influence in government to obtain business for a New York management engineering firm of which he is a special partner.

He denied he had insisted that RCA enter a contract with Paul B. Mulligan Co., with which Mr. Talbott is associated, after RCA questioned the propriety of doing business with a firm of which the Air Force secretary was a member. RCA, it was developed in testimony, had asked that Mr. Talbott's firm get a letter from the Attorney General saying such a contract was all right.

Mr. Talbott admitted that he performed work for the Mulligan firm after becoming Air Force secretary, but said he had a prior agreement with the firm that he would not solicit business for the company from firms largely handling government contracts. He said he would not have accepted profits from a Mulligan contract with Avco Mfg. Co. had he known that half of Avco's business was in government contracts.

The witness offered in the Thursday testimony to "give away" his interest in the firm to place himself "above suspicion."

Witness Changes Mind, Decides to Bar Cameras

A WITNESS who changed his mind about televised coverage of his testimony before the Senate Permanent Investigations Subcommittee had some uneasy moments last week before senators granted his request that he not be televised.

Harry Lev, who hadn't objected to cameras when he testified before the Senate group at an earlier date, last week objected to camera coverage. Mr. Lev testified on textile procurement in the military department.

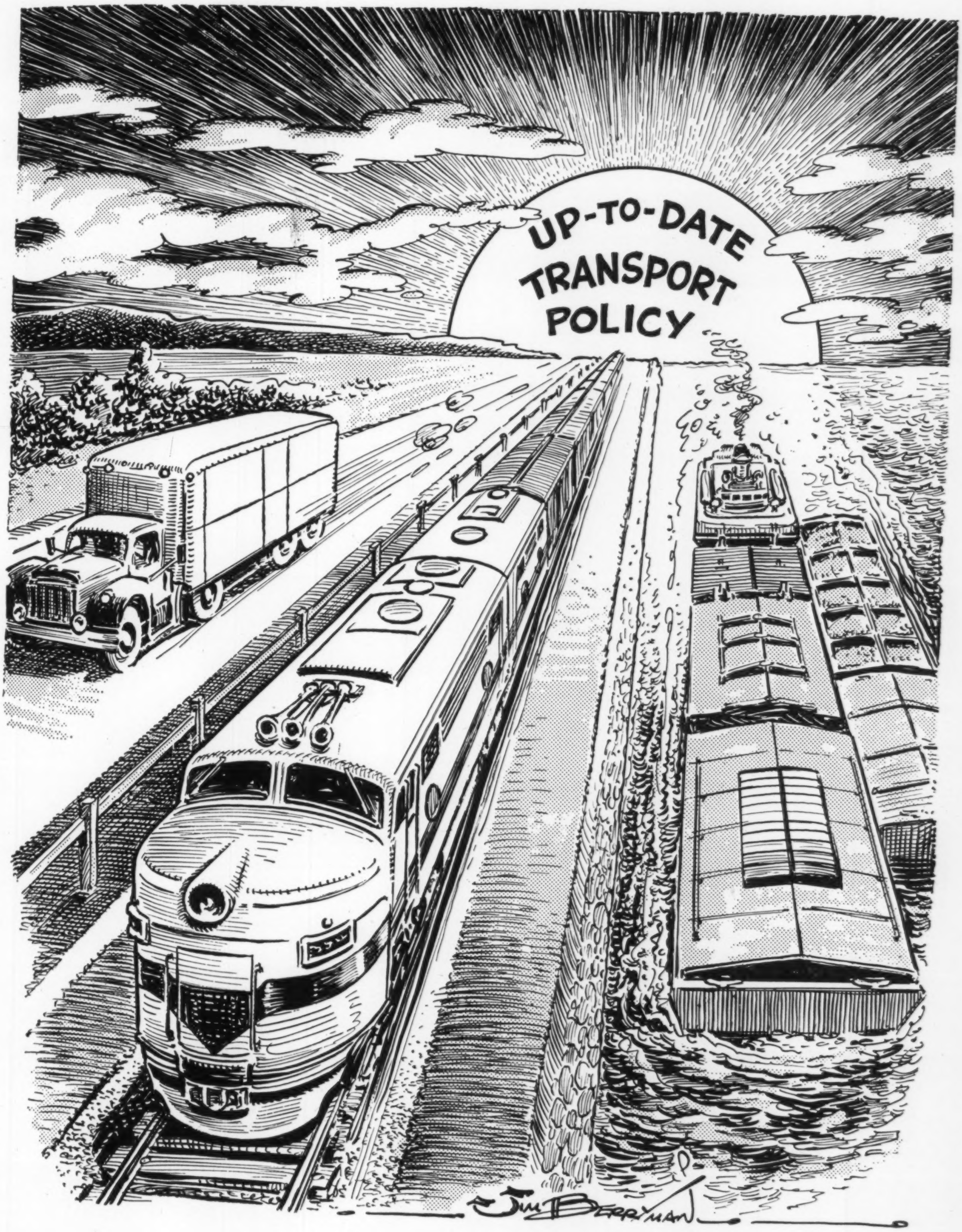
Chairman John L. McClellan (D-Ark.) said he was inclined to deny the request on grounds the witness had waived his rights to immunity from the cameras, but later went along with other subcommittee members who said they wanted to "lean over backward to get the truth." The subcommittee's rules give members a right to decide whether a witness shall be televised.

Wisconsin Bars Unions From Supporting Campaigns

NEW LAW prohibiting labor unions from contributing to political campaigns has been enacted by the Wisconsin legislature, which recently closed its session. The bill was sponsored by Speaker Mark Catlin Jr., of Appleton. It was bitterly fought by labor organizations. Under the terms, unions are subjected to the political campaign rules already applying to corporations.

(Government continues on page 71)

FOR A NEW DAY IN TRANSPORTATION


UP-TO-DATE
TRANSPORT
POLICY
JIM BERRYMAN

for the ASSOCIATION OF AMERICAN RAILROADS

each one is different

Fingerprints are different for no apparent reason – but the finest TV stations acquire *their* personalities from the needs and interests of the areas they serve.

It stands to reason that quality TV stations want individualized representation. For them, the unique facilities of Harrington, Righter and Parsons have meant *quality* representation. If their league is yours too, then you'll want to find out what quality representation really offers.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television – the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

B•T INTERVIEW

McCOLLOUGH FORESEES

U.S.-STYLE TV TO SWEEP BRITAIN

TO WATCH the British prepare for commercial tv, while radio changes from am to fm there; to see how broadcasting fares in France, and to report observations in terms most meaningful to operators and users of the broadcast media at home, no better reporter could be chosen than Clair R. McCollough, president of WGAL-AM-FM-TV Lancaster, Pa., chairman of the Television Board of NARTB and co-chairman of the board of the Television Bureau of Advertising. Here are his views, as recorded in an interview with B•T editors.

Q: You spent some time in Europe recently, didn't you?

A: Yes, I was there a month or so, roughly the latter half of April and the first half of May.

Q: You were in Europe about 10 years ago along with a group of broadcasters to survey broadcasting conditions on the continent immediately after the war. Now you've had an opportunity to reappraise them 10 years later. How do you feel about European broadcasting now, as contrasted to what it was then?

A: I'll confine my comments to two countries, France and England.

Q: Let's take England first, if you don't mind. Are the people really making preparations for commercial television? Are the agencies doing anything about it? Are the advertisers interested?

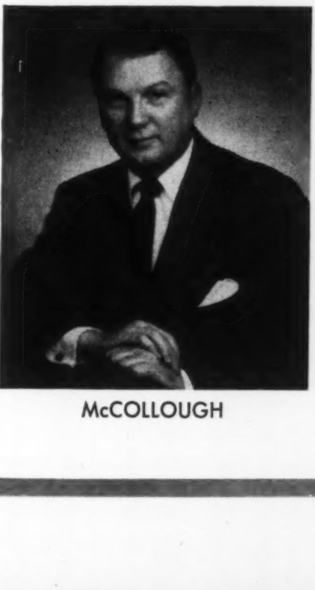
A: They certainly are in every category. The Independent Television Authority (ITA) had some qualms as to whether or not the independent contractors could sell time in volume. Within the first two weeks approximately £6 million ($16,800,000) worth of advertising revenue was in sight. They had a goal of about $3 million in advertising they were hoping to sell by September 22 when commercial television gets underway in England. They were completely astounded how rapidly the sale of advertising time swept by and exceeded all forecasts.

They are charging £1,000 a minute for peak viewing hours. That's about $2,800 in our money, and, I said: "That's a pretty good rate. How many sets will you have?" The chap answered: "Well, we'll have between 150,000 to 300,000 sets."

Q: In England?

A: No. Just in the London area. There are supposed to be three ITA stations on the air by September—London, Birmingham and another somewhere in the Lancashire area. However, London is the only one that definitely will start Sept. 22. The date is set and station tests are now underway. They hope to have the other two commercial transmitters on the air by next March.

Q: So they said they will have from 150,000 to 300,000 sets in September. How many do you think they really have?



McCOLLOUGH

A: Well, that's what they think they will have. When I asked how many sets they thought they would have in a reasonable length of time after commercial programming started, they answered somewhere between 600,000 and 900,000 by next March.

Q: This is still London only?

A: London only, and remember there are about 13 million people within the coverage area of this first commercial transmitter. That's a lot of people for a commercial television station, with no competition in sight.

Q: All the present sets will have to be converted, won't they, to get these new programs as well as those of the BBC?

A: Yes. English television sets are built to receive only one service, the BBC. To get the ITA programs they will have to be converted. While I was in England, the London papers were carrying advertisements from set manufacturers noting that conversion will cost more than just the price of a converter. With antenna changes and other adjustments, the cost will run to $70 or more. The manufacturers are suggesting that, all things considered, it might be better to buy a new set.

Q: What would that cost?

A: About $200 buys a 17-inch table or non-elaborate console model. Of course you can buy a set on the installment plan—they call it "hire-purchase" over there—but this is frowned upon as a bad thing by some business men I met.

Q: What do you mean? Don't they want people to own tv sets?

A: Well, I hesitate to go far enough and say the upper classes think tv is too good for the masses but I would say there is a definite feeling that it's wrong to encourage people to spend their money on luxuries like tv sets. To certain bankers and business men, a tv set is a luxury—an automobile is, also—and they would rather see their factories making goods for export to get dollar credit for Britain than to see them making tv sets—or autos—to be sold on the installment plan to the English people.

I was astounded how strongly certain men felt about "hire-purchase" buying and even more surprised how little they hesitated to say so.

Q: What do the people say?

A: All I know is that 150,000 or even 300,000 sets among 13 million people isn't very many. Perhaps the merchandising philosophy I've just mentioned is to blame, but I would rather believe, from what I saw and heard, that the type of programs the BBC has been transmitting just doesn't have enough mass appeal to make most people feel that a tv set is a worthwhile investment.

Q: Won't commercial tv change that?

A. I think so, and judging from the way available commercial time is being snapped up, it looks like English advertisers think so, too.

If the programs on the London ITA station are a reasonable facsimile of the kind of programming we have in America, then I am positive their quota of 900,000 tv sets by next March will be met and perhaps surpassed.

From my American viewpoint, if people really want to see tv programs, they'll find some way to buy the sets. This certainly has happened in a big way in the United States with our more than 36,000,000 tv sets and there's no good reason to believe it will not happen in England.

Q: The British commercial tv set-up will be somewhat different from ours, won't it? Isn't it true that the ITA system calls for a division of what we consider the function of a broadcaster? Doesn't their plan call for one group operating the transmitting end —and someone else doing the programming and selling the time?

BRIEFING ON BRITAIN

- **Advertisers eager for commercial tv.**
- **London station to start Sept. 22.**
- **No sponsored programs; one-minute spots.**
- **No preferred position; run-of-schedule.**
- **Commercials cost £1,000 each in peak time.**
- **All radio changing from am to fm.**
- **Remains non-commercial, a BBC monopoly.**

A: Yes, it's quite different from the system in use in this country. Those in responsible positions over there keep telling you that commercial television in England is going to be strictly a British product, not in any way an imitation of the American system. My guess is they began talking that way when they were working to have Parliament approve the commercial television idea and by now this attitude has become second nature.

Q: How is the English system going to work?

A: The way it's set up by the Television Act of 1954 is that first the Postmaster-General appoints the chairman, deputy chairman and eight members of the Independent Television Authority, which has a ten-year charter to build, own and operate commercial tv stations in Great Britain in competition to the tax-supported BBC.

Q: What happens at the end of the ten years?

A: If all goes well, presumably ITA's charter will be renewed. That's what has happened with the BBC.

Q: Isn't it correct that the ITA is not going to do the programming for its stations, but to sell blocks of time to program building firms?

A: Yes, that's correct. The ITA people operate the transmitters; the programming is done by independent, privately-financed companies which the British call program contractors. They're like our package program firms, except instead of building individual programs and selling them to stations or sponsors, these English outfits take over all the programming of a station for days at a time.

Q: What? How do you mean?

A: Let me read from an official description of ITA operations which was given to me. Then I'll be sure to have it right:

"The Authority has offered contracts to four program contractors [they spell program with a double-m, e, by the way] for its first three stations as follows: Associated Broadcasting Co., for the London station on Saturday and Sunday and at the Birmingham station from Monday to Friday; Associated-Rediffusion Ltd. for the London station from Monday to Friday; the Kimsley-Winnick Group for the Birmingham and North of England stations on Saturday and Sunday; and Granada Theatres for the North of England station from Monday to Friday."

Q: Then, when the London station gets going September 22, one firm will program it over the weekend and another during the Monday-Friday weekdays.

A: That's right.

Q: How many hours a day will this station operate?

A: That's not all worked out yet, but they're figuring on about 40 hours a week to start.

Q: So there are the ITA, which builds and operates the stations, and the program contractors, which provide the programs. What about the advertising agencies? Where do they come into the picture?

A: They'll provide the commercials, the advertising.

Q: And the contractors provide the programming?

A: Yes. Incidentally, they have set up a special news organization, Independent Television News Ltd., which will supply news to the private companies and they'll all be represented on its board. ITA, which has final say on all programming, is to see that there's a proper balance of different types of shows and that the day's schedule has something for everyone. This is especially important regarding news. ITA will be responsible for seeing that all newscasts are accurate and that political news is also impartial.

Q: Did you learn any of the plans for commercial programs, what kind of shows they plan to put on?

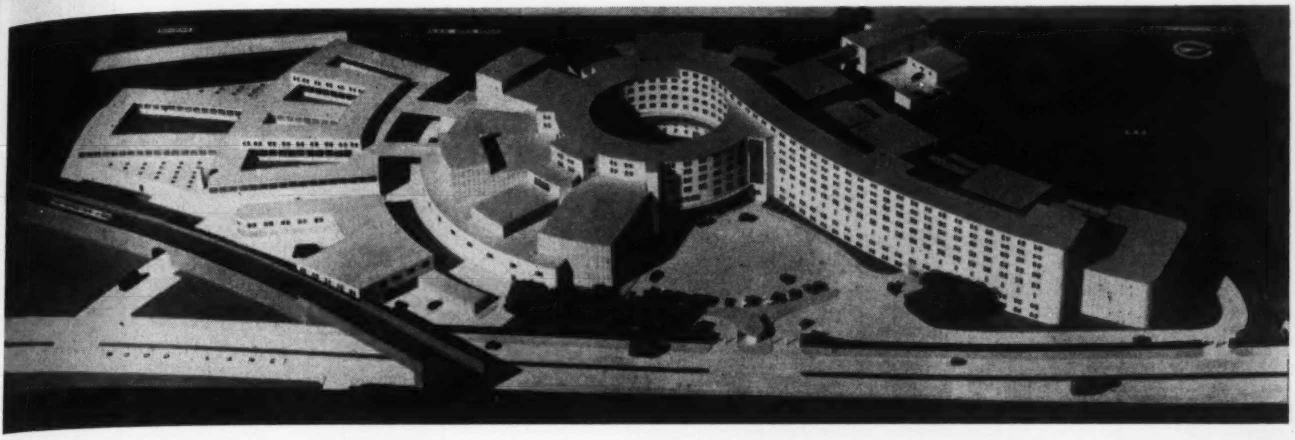
A: Their plans were far from complete when I was there as no one wanted to make definite commitments until after the May 26 election. If the Labor Party had gotten back into power, the whole commercial tv idea probably would have been called off. It was one of the planks in their election platform.

But the first programs to be announced were just what you would expect—all-star shows costing the kind of money that the BBC could never afford to pay. One is a Sunday night series of hour-long programs from the stage of the Palladium, London's famous vaudeville house. Bob Hope, Gracie Fields and others were announced as under contract for regular appearances. Another is a Saturday series of filmed plays, with name British actors featured. That sort of thing.

Q: Who repays the contractors for the costs of the programs?

A: The contractor sells the time for $2,800 an announcement and he uses part of the money to pay the talent and production costs. In addition, he has to pay ITA a pre-determined amount of money. That's the way ITA repays the government. To get started, ITA got a government loan of £2 million which they have to pay back over a ten-year period.

Q: I'd like to get this financial business a little clearer, if you



BBC'S WHITE CITY: An outgrowth of Britain's upcoming commercial television is the expansion program to improve the noncommercial system's operation. This is a scale model of the planned facility. It will be located on a 21-acre site in London, and is due to be completed in 1966. Sixteen television stages are being built now, along with other buildings.

don't mind going back a little.

A: Not at all. The government loaned £2 million—$5½ million—to ITA to get started. ITA is now selling time to the program contractors. They are . . .

Q: Pardon me, but what's the price of the program time? You said they'd sold something like $16 million worth in a short time . . .

A: No, you misunderstood me. That was the program contractors who had sold the announcements to the advertisers. In turn, the program contractors make their own contracts with ITA for payment of the time they sell.

Q: Going back to advertising rates, you said announcements during the peak hours are priced at £1,000 each. What are the rates for the other times?

A: They range from $560 for the cheapest spot to $2,800 for the top. Most sales are at the top rate. If they have an itemized rate card, I haven't seen a copy.

Q: How do the agencies operate? On a 15% commission, a fee basis, or how?

A: That was still being discussed when I was there. I understand that since then it's been decided that agencies will be paid commissions on time, probably 15%.

Q: How is the commercial time allotted? That is, if the 11 o'clock newsreel is very popular and I'm an advertiser, how do I arrange to get next to it, or in it, if possible?

A: You don't get in it at all. If you get next to it, you're lucky. You buy run-of-schedule.

Q: You mean the advertiser can't say . . .

A: He has absolutely no choice at all. He doesn't know exactly when he's going to be on the air.

Let me explain. You understand that no one can sponsor any of these tv shows. They are broadcast and you—the advertiser—can pay for them but you can't sponsor them. Your advertising is inserted wherever they want to put it. Specifically, it goes between programs or in natural breaks within the program, like between the acts of a play or a variety show.

Q: How long are the commercial breaks? Will there be any double spotting or time for advertising on IDs or . . .

A: You're way ahead of them. They haven't even thought of different length commercials. At least, when I was there they were taking only minute spots. When I asked them about splits and 20-second spots, they looked blank and asked, "What's a split?" And, "What's 20-seconds?"

So I explained that we have a short announcement and then a flash during a station break. This was something they hadn't thought of at all. Thy were only considering one-minute announcements.

Q: Are there any limitations on the number of announcements, such as we have in the NARTB Code?

A: Yes, ITA has set a maximum of six announcements in an hour. I might say also that no commercials are allowed on programs dealing with religion, royalty or national ceremonies, but they will take whiskey advertising, which is certainly different from the customary American practice.

Q: We've heard that by virtue of the imminent introduction of commercial television in England, BBC is radically changing its entire operating and programming schedules. Is that right?

A: Two things are happening there. They're not only changing and improving their schedules, but all of a sudden they find the new ITA hiring many of their people at double their present salaries. They are now trying to establish a regulation or pass a law whereby the new ITA will not be permitted to hire their best people at greatly increased compensation.

It's a two-pronged sword. The chaps who get offers from the new ITA are quite happy but those left behind at BBC are now insisting they be paid on the same wage scale used by ITA.

Q: What's BBC doing about it?

A: First they began giving substantial raises, up to as much as 50% of what the person had been getting, to key people like cameramen, tv engineers and the like, if those involved would sign long-term BBC contracts. But the BBC Staff Association, a sort of company union, got disturbed about this for fear it would upset the regular grading system and they threatened to strike. When I left England they were still talking about it and nothing definite had been decided. Now I hear the strike threat has ended, but it's obvious that unless BBC can meet the wages offered by ITA they're going to lose a lot of their top-notch people.

Q: Outside of raising wages, is the BBC making any effort to compete with ITA?

A: Yes. They have received a very substantial additional appropriation of funds. The first thing they did was start building a new television center. They have taken over White City, a 21-acre tract in London, where the 1908 Franco-British Exposition was held. The buildings, dog racing track and park were bombed out during the war.

BBC's going to have a regular radio-television city there. They're building 16 television stages now and have other buildings completed or near completion. This is the BBC, remember, not ITA. The project is to be finished by 1966.

Q: You mean 1956 or '66?

A: 1966. It's a long-range plan, but they're moving fast. They have one big building finished and they're using it for designing sets and making props. They have the second building almost finished, with a huge soundstage included. White City is well located in London and can be reached easily by the "tubes," as they call their subways. With their recent large appropriation of funds on hand, and improved facilities coming up, BBC is in a fair way to give ITA a sturdy scrap for audience. You see what's happening. There are going to be two systems of television in England instead of only one government operation, come Sept. 22.

Q: So the BBC doesn't fear commercial tv, at least not to the point of paralysis?

A: They fear it all right, but they're fighting back. In addition to the new White City job, they've ordered equipment for a second BBC tv service. They hope to begin broadcasting in the London and Midland regions by next summer and eventually establish two BBC network services to compete with ITA. You might say that even before it has gotten started, commercial television has made things better for the British viewer, who eventually will have a choice of three programs instead of having to look at only one or none.

Q: Years ago I asked the then director general of the BBC what he thought would happen to BBC if a commercial system was adopted. His words, I think, were: "That'll be the end of BBC." Do you find that sentiment reflected in the activities of BBC in talking with BBC people?

A: I believe it remains the BBC idea unless their new facilities and programs compete successfully with ITA. BBC has convinced their government the BBC is dead the minute ITA starts, unless BBC does a tremendously better job. So, all of a sudden, the government seems to be supplying them with everything necessary to revitalize the BBC.

Q: Well, let us assume that the ITA method of operation proves entirely successful, accepted by the public. Will the public condone vastly increased appropriations for a BBC that may be producing an inferior and unacceptable service?

A: That's hard to answer. There's some talk about the possibility of an increased license fee to help meet increased costs but I don't think the public will hold still for it. The license fee now covers radio and television.

Q: What is the present license fee, do you know?

A: It's £3, or about $9.

Q: Then won't BBC, if it is to exist, be forced to go into commercial operation, too?

A: Well, I should think from the way they are acting and talking, it's just a matter of time until BBC goes commercial. This is particularly true if ITA is successful commercially and I feel quite sure it will be. Also, BBC could run its one network on a commercial basis to compete with ITA and its other network on a sustaining basis.

You have something with which to compare the present situation. When we were in England in 1945, they had a comparatively staid BBC broadcasting system. At least, this was true until several million GIs arrived in England.

If you recall, this situation brought about the creation of a so-called "light program" network that played mostly American records and electrical transcriptions from our immensely popular radio shows. Immediately the British people started listening to this particular program service and more or less forgot about the BBC programs. The BBC has continued this type of service on one of their radio networks and it has now become their most popular radio service.

It's going to happen in television. The BBC for example, among other unusual procedures, goes off the air during the long dinner hour each evening because they are afraid the kids might look at television during what they consider the wrong time. The preliminary ITA schedules call for continuous telecasting once a station is on the air. Now BBC is considering continuous tv schedules. Thus the new ITA will probably change the face of British television as much and as rapidly as programming for the U. S. GIs changed the face of British radio.

Q: Is it likely the so-called contractors will use a great deal of television material developed in this country?

A: I don't think there's a doubt in the world about it.

Q: Can they afford to buy our programs? Will they have the revenue to pay for them?

A: Yes, they will be able to pay well for them. The newspapers over there are still somewhat restricted as to newsprint quotas. The amount of advertising in English newspapers is nothing compared to the amount of advertising lineage in U. S. newspapers. Their newspapers depend largely upon circulation sales for income.

Now along comes commercial tv. Here is the best advertising medium the world has ever known. It can start on a five-or-six-hour-a-day basis and increase operating hours overnight, if necessary, to 18 hours or more daily, thus taking in many advertising dollars that are now looking for a place to be spent.

Q: So the new British plan of commercial operation will become in fact the American plan of operation, including its programs?

A: That should be true, regardless of what anyone says, although they may never admit it. You can see the die being cast for what the British like to call an "improved" system of American telecasting. When I asked, "What's improved?", they started talking about their new tv code.

Q: Are the newspapers opposing commercial television?

A: No. Strange as it may seem, they aren't. They even comment editorially that there've been too many restrictions already placed upon the new commercial television set-up. As one newspaper said of the ITA Act created by Parliament, "It's the greatest set of harness ever devised to harness a free enterprise."

Although I was not able to trace down certain statements because of my unfamiliarity with British corporation intricacies, I have the very strong feeling that commercial tv in England is starting out closely allied with certain strong newspaper and publishing interests.

Q: You mean through subsidiary stock ownership?

A: Yes, and even more directly. I believe one reason commercial tv got through Parliament and is getting the support of the press is because the publishing business is contemplating direct participation in commercial television. Perhaps they see an opportunity to expand in television where they're pretty much restricted otherwise at the present time. Also, they are tremendously interested in how news is to be handled on tv.

Q: Were you told that by someone in England? Or is this just an informed guess?

A: This is my opinion, based on what I was told inferentially by informed people, who would say, "Well, don't say we said it, but we believe one very good reason commercial tv's moving along so well is due to the fact the press has a finger in the pie."

Q: Is it your view, based on what you saw in the way of preparation, that the commercial television plan will succeed?

A: Absolutely. I am convinced it's going to take off like a jet

WJAR-TV

CHANNEL 10 PROVIDENCE

GIVES SOLID ENTERTAINMENT!

Viceroy
48
Lipton
TEA BAGS
Amazo
VICEROY
Autocrat
IVORY SNOW
IVORY SNOW
Dash
Dash
Dash
NEW RITZ
RITZ
DAZZLE
STARCH
BAB-O
BLEACH
MAXWELL HOUSE
Coffee

...and SELLS MERCHANDISE!

Put your product before the BIG TV AUDIENCE in Southern New England through Channel 10, Providence.

WJAR-TV

WJAR-TV
10
Dominant
Providence, Rhode Island
Represented by
WEED TELEVISION

rocket. I'm even more optimistic than they are. They believe their sale of tv sets is going to be slower than I believe it will be. Where I think they're wrong about the speed of commercial tv catching on is the fact they have had very few good television shows on the air up until now.

If a decent variety of really good television shows are broadcast, John Bull is going to find a way to buy a tv set. A healthy batch of top-rated American programs would make a big difference. Remember once again what happened to pep up English radio in the early 1940's. The same thing is going to happen to tv, only more so.

Q: Don't you think, carrying that on to the next logical step, if this works out, that eventually and in not too long a time, radio will go commercial, too?

A: Well, I couldn't get anyone to say so, although I tried my best. First, the act that Parliament passed setting up ITA and commercial television definitely says that ITA cannot get into radio at all, not as a commercial radio service nor on a non-commercial basis.

BOVRIL
SCHWEPPES
TONIC WATER
GUINNESS IS GOOD FOR YOU
VOTRIX
WRIGLEY'S

GREAT BRITAIN is advertising conscious, as witness the signs which adorn buildings on London's famed Piccadilly Circus. The advertisers will have a new medium open to them when commercial tv gets underway Sept. 22.

To make radio commercial in England would require a new law and right now such an event appears unlikely according to best informed sources.

Q: Thus, so far as you could see, no commercial radio counterpart to this television plan is contemplated?

A: No. I saw no indication of any thinking about commercial radio in England, although it could come along easily enough once they're accustomed to commercial television. However, there is something going on in English radio which is almost as revolutionary. On May 2 the entire radio broadcasting system started to go through a complete changeover. They are moving radio from am to fm.

Q: Are they going to have fm stations or just move their am stations to the vhf frequencies?

A: They're changing them to fm. Here's what happened: In 1950 a conference was held in Copenhagen which re-allocated radio frequencies throughout Europe. When the stations started operating on their new frequencies—that was about two years ago—interference between English radio stations and those on the continent resulted and since then it's gotten steadily worse. There is practically no place in England where radio reception is free from interference at the present time.

The BBC met this situation head-on. They decided to create an entirely new radio broadcasting system in the fm band. The first station, at Wrotham, in Kent, not far from London, went on the air May 2. Ten more fm stations, covering England, Scotland and Northern Ireland, are being built, with the whole new set-up to be finished before the end of next year.

Q: What's going to happen to am radio?

A: For the present, it's being continued and will go on indefinitely, but, with interference as bad as it is, it is easy to believe that when new sets are bought most people over there will be getting fm sets, and eventually the entire audience will be listening to fm.

Q: What about the listeners? What do they have to do? Can they convert their radios to fm or must they get new sets?

A: Both converters and fm sets are on the market. For most people a new aerial is required to get fm. The am interference is so bad—you have to be there to realize how bad it is—that manufacturers are making fm sets in great numbers and sales are steady. Radio remains a very important item in the life of every person living in England. They're willing to pay to get good reception. Television has furnished practically no competition thus far.

Q: What do fm sets cost?

A: About $80 was the cheapest I saw. With the installation and new aerial, probably it would run to about $100.

A funny thing happened concerning these new fm sets. There's a law in England which says you are not permitted to listen to police, fire or shipping calls. The new fm sets are all-wave sets and by merely turning a certain knob the owner was liable to a fine and confiscation of his set. There was a great to-do about it.

Q: How did they settle it? Couldn't they fix the sets some way so you couldn't tune to those forbidden frequencies?

A: They thought of that, but a lot of these sets are sold abroad where it's legal to listen to those frequencies and foreign trade is still very important to Britain, so they dropped the idea. Finally, the British Home Office came up with the answer, just about the time the first fm station went on the air.

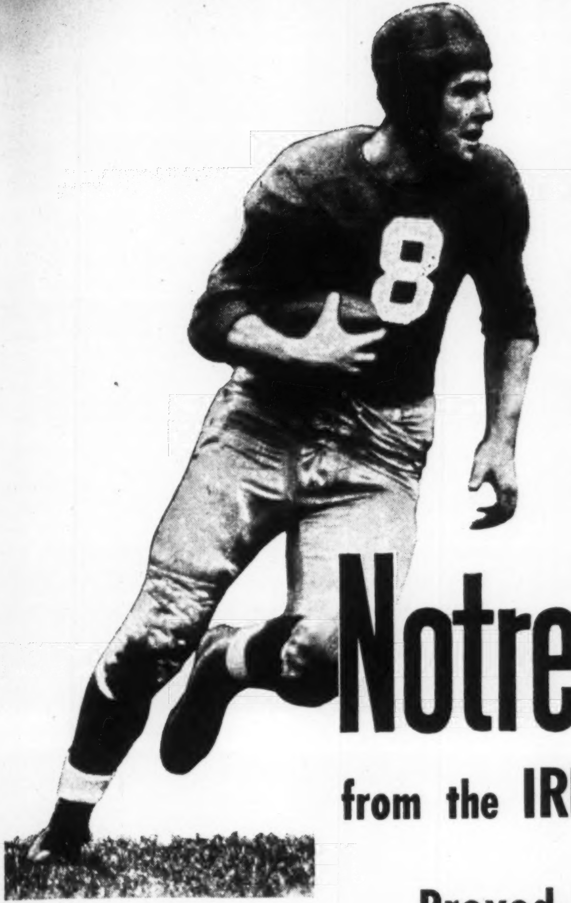
They issued an announcement which said that it's not illegal to listen to all frequencies unless the information is passed on or otherwise made use of.

If you wanted to get philosophical you might say that a technical accident has given the average Englishman more freedom of information.

Q: Let's hop across the channel to France. You found a lot of changes going on in England, as far as radio and television are concerned. What's the situation in France?

A: Well it seemed to me that radio and television in France today has advanced very little over where it was ten years ago. During my visits to Radiodiffusion (governmental agency which controls all French broadcasting) and in view of my discussions there and elsewhere with regard to French radio and television, I gathered the explanation for the lack of progress is largely a matter of economics. It seems the government has allocated but meager funds—at least by our standards—for the expansion of French broadcasting services.

Secondly, the great majority of French families simply do not have sufficient cash available to buy a television set. Add to this



ACT NOW!

Be the One Station In Your City To Broadcast

Notre Dame Football

from the IRISH FOOTBALL NETWORK

Top Pulse Ratings*

East, West, Midwest, South, North—all America, and more, listens to the Nation's most popular football broadcasts.

Look at these Pulse ratings:

Cleveland . . .	WERE	. 1st of 8 stations
Detroit	WKMH	. 1st of 9 stations
San Francisco	KYA	. 1st of 10 stations
New York City	WMCA	. 2nd among 10—and pushing hard for the TOP spot!
New Orleans .	WWEZ	. 2nd among 11—and crowding the leader.

Pulse Football Ratings, Oct.-Nov., 1954

IRISH FOOTBALL NETWORK Operated by

WSBT
SOUTH BEND

Proved Performance

In 1954, 125 stations in the U.S.A., Hawaii and Armed Forces Radio, carried Notre Dame games through the IRISH FOOTBALL NETWORK. Stations report results like this: "Ratings showed we led all stations". "High spot of our Fall programming."

Already in July of 1955 the response has been outstanding. To date stations in the following cities have contracted to carry IRISH FOOTBALL NETWORK broadcasts:

EAST & SOUTH

Albany, N. Y.
Augusta, Ga.
Baltimore, Md.
Biloxi, Miss.
Birmingham, Ala.
Boston, Mass.
Buffalo, N. Y.
Burlington, Vt.
Charleston, W. Va.
Connellsville, Pa.
Erie, Pa.
Johnstown, Pa.
Labrobe, Pa.
Norwich, Conn.
New London, Conn.
New Orleans, La.
Newport, Vermont
New York City
Philadelphia, Pa.
Pittsburgh, Pa.
Portsmouth, N. H.
Scranton, Pa.
Springfield, Mass.
St. Johnsbury, Vt.
Tulsa, Okla.
Utica, N. Y.
Washington, D. C.
Weirton, W. Va.
Wheeling, W. Va.
York, Pa.

MIDDLE WEST

Bad Axe, Mich.
Canton, Ohio
Carroll, Iowa
Carbondale, Ill.
Chicago, Ill.
Cleveland, Ohio
Dayton, Ohio
Decatur, Ill.
Detroit, Mich.
Dubuque, Iowa
Effingham, Ill.
Flint, Mich.
Fort Wayne, Ind.
Hutchinson, Kans.
Jackson, Mich.
Jasper, Ind.
Kansas City, Mo.
Memphis, Tenn.
Muskegon, Mich.
Oklahoma City, Okla.
Port Huron, Mich.
Saginaw, Mich.
Sioux City, Iowa
South Bend, Ind.
Springfield, Ill.
St. Louis, Mo.
Sturgis, Mich.
Toledo, Ohio
Warsaw, Ind.
Youngstown, Ohio

WEST COAST

Aberdeen, Wash.
Corona, Cal.
Denver, Colo.
Fort Worth, Texas
Fresno, Cal.
Hood River, Ore.
Kennewick, Wash.
Lancaster, Cal.
Long Beach, Cal.
Los Angeles, Cal.
Moses Lake, Wash.
Pasadena, Cal.
Portland, Ore.
Prineville, Ore.
Redding, Cal.
Reno, Nevada
Salinas, Cal.
San Francisco, Cal.
San Jose, Cal.
San Diego, Cal.
Sacramento, Cal.
Seattle, Wash.
Spokane, Wash.
Tacoma, Wash.
Yakima, Wash.
Wenatchee, Wash.
Honolulu, Hawaii

Joe Boland's Play-by-Play

Nationally known, authentic Joe Boland's play-by-play reflects his 12 year's experience as football coach at four colleges, including Purdue University and the University of Notre Dame.

New Low Package Price Includes

All Line Costs
All Broadcast Privilege Fees
Joe Boland's Play-by-Play
Cueing for Commercials.

And it's easy to figure your cost. In most States it is your highest hourly SRDS daytime rate per game.

FREE NEW BROCHURE
"1955 NOTRE DAME FOOTBALL"

Write! Phone! Wire!

Joe Boland, Mgr., Irish Football Network
WSBT, Tribune Building
South Bend, Indiana, Phone CE 3-3141

5000 WATTS • 960 KC • CBS • • • 34 YEARS ON THE AIR

the actual fact there is little on the air in the way of television, outside of an hour or so a day, that is interesting enough to make them want to purchase tv sets.

Here again, blame is not to be placed upon individuals but rather upon a system of broadcasting. With no money coming from government to speak of and no money from sponsors, there is just nothing with which to create programming and otherwise "improve the breed."

Q: How many television sets are there in France today?

A: I was told there are approximately 250,000.

Q: That many?

A: I think they may have boosted the figure somewhat. No one seemed to know for certain. I'm not sure anyone cares. A set count is an unheard of thing.

Q: Is it because French programs aren't attractive under government operation?

A: In my opinion, that's precisely the situation. Present tv program offerings hardly make it worth the effort to buy or sell television sets in volume, particularly in view of the low purchasing power of a vast majority of the French people. This is what you are told, confidentially, when pinning down certain individuals for an answer.

Q: How much does a tv set cost in France?

A: In the neighborhood of $300. It seems the average Frenchman today seldom has $300 cash and installment buying has not been developed on any practical basis.

Q: Do the numerous changes in the French government affect the people operating French radio and television stations?

A: Not to any great extent. The operating people feel that the government in power, regardless of who heads it up, simply overlooks their very basic needs.

Q: You mean personnel doesn't change with each change of government?

A: No, not the rank and file. Only at Cabinet level and thereabout. The people who run Radiodiffusion made a special point of impressing this situation upon me. Many of them have been there seven, eight, nine years.

Q: They're career people?

A: Yes, governments come and go, but mostly they stay on. Remember, French radio, as it is known today, was pretty much established only ten years ago following the end of World War II. It's original personnel was largely drawn from the French underground.

Q: What's the outlook for the future of French tv?

A: Unless someone in the government, since it's government dominated, comes up with funds enough to create worthwhile operation, it will never get anywhere compared to American and English television.

I would not want to leave the impression that French television is completely stagnated. At this very moment a studio building program is underway in Paris. However, if and when completed, it will be inadequate from the viewpoint of creating enough programs to get set sales moving in any real volume.

Q: Is the French system entirely government owned and operated and non-commercial now or have they . . .

A: It is entirely government owned and operated and is basically non-commercial, although, at the operating level, they are hoping the forthcoming British commercial tv will push top French officials in the same direction. Personally, I find it difficult to believe French tv will ever develop until free enterprise finds its way into the system and some sort of commercial sponsorship of programs is established.

Q: Do you see any outlook for that?

A: None worth mentioning. I pursued the subject at considerable length with various people both in and out of French radio and tv. I could find no apparent effort on the part of anyone to try and "force" private enterprise into their system.

It's true French officials are watching the development of the Independent Television Authority (commercial) in England and, if it succeeds—and I personally believe it will—a desirable shadow will be cast over all of Europe with its almost wholly owned and operated governmental broadcasting systems.

Q: Has the fact that West Germany is going ahead very rapidly in commercial television affected French thinking?

A: It hasn't affected French thinking and they don't like to talk about West Germany.

Q: How about technical improvements?

A: I am not a technician, but I can see nothing in the way of technical improvements that the French have developed. Among other facilities, I visited their main studios in Paris where they are struggling to improve their technical situation. These are dedicated, honest and sincere people. It is a crying shame they have no real money with which to work and no one in the higher reaches of French government who seems particularly interested in what happens next.

It almost seems as if those in high places would rather tv were not too successful.

Q: About the time that you were over there they were talking in terms of 1025-line pictures that were vastly superior to anything that we have. Is their television that good?

A: Well, their television isn't any better than ours. As a matter of fact, it does not seem as good. It could be their receiving sets are not up to our standards. When you look at a picture on a monitor in one of their tv control rooms or at a receiver elsewhere—when you can find one—there is no indication of a picture any better than we look at daily in this country.

Q: Then, you think that there's little likelihood for much change in the French broadcasting picture unless or until the success of commercial television in England impresses them with the necessity for following suit themselves?

A: That's how it looks.

Q: And is it your view also that what happens in England will influence greatly what happens in the balance of Europe?

A: I firmly believe better television, and this means free enterprise commercial television, will cover all of Europe within a matter of years. If it does that, it can change the face of the world and probably will—for the better.

THE HALLS of Parliament rang to some of the most heated arguments in recent history before the controversial commercial tv proposal won through last year.

"y'want to make money in Maine?"

This is Pat Brennan talking . . dispenser of pre-luncheon and late afternoon revivement at Chicago's London House, beside the Chicago River in the heart of the Windy City's agency row. Pat meets a lot of people—including some of the Midwest's canniest timebuyers. He knows a thing or two.

"In fact," says Pat, "I know *two* good things. WABI, if you're buying radio. WABI-TV, if you're buying television. *Both*, if you're smart. There's a *real* McCoy daily-double for romping home with sales in the fastest-growing part of Maine!

"How do I know? Cripes, y'think I'm deaf or something? Why do these time-buying wizards keep talking so much about WABI and WABI-TV? *That's* right! Because they *know* something!"

Do YOU want to know something? Then put your money on WABI—WABI-TV and stand clear. The sound of those cash register bells ringing up in Maine could deafen a body!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

PUTTING TV'S BEST FOOT FORWARD

THERE ARE MANY WAYS TO DO IT, PROMOTION STUDY POINTS OUT. HERE ARE THE WHYS AND WHEREFORES.

By James Aberle

THE FOLLOWING article is taken from Mr. Aberle's master's thesis on "Television Audience Promotion," based on 107 usable replies to a detailed questionnaire sent to all operating U. S. tv stations.

STILL ART is the most popular form of on-the-air promotion, according to the 55 stations listing the types they use in order of frequency of use. Fifty-two reported using a form of still art as first choice; the other three divided their firsts between still art and some other form of on-the-air promotion.

Several reasons for this choice emerge from the replies to the questionnaire:

1. **Ease of operation.** Slides or balops are much easier to handle than film spots.
2. **Economy.** Whenever film spots are used, an extra workload is thrown on the film department. Slides and balops are generally taken care of by the projectionist.
3. **Mechanical failure.** Film projectors are more susceptible to breakdown than slide projectors.
4. **Wear and tear.** Film spots will not last as long as still art. Film also requires greater care in handling and is harder to keep clean.
5. **Accessibility.** Still art can be produced by any station, while very few have the equipment or budget to produce film spots.
6. **Availability.** Most networks and agencies do not supply stations with film spots on national shows.

Live "on camera" announcements or live productions have their drawbacks, and are more difficult to use than either still art or film spots. Difficulties listed by reporting stations include:

1. **Production.** Additional employes, anywhere from three to ten, are needed to produce live spots.
2. **Economy.** Not counting the cost of additional manpower, the cost of camera operation as opposed to the cost of projector operation is much greater.
3. **Availability.** Many times live cameras cannot be used because they haven't been warmed up.
4. **Feasibility.** Only on rare occasions will a promotion spot warrant live camera production.

Grouping the first three choices in order of frequency of use, there was a decline in the use of still art and an increase in the use of live spots and film spots. The upswing of live and film spots was undoubtedly due to the promotion of national shows, which probably receive less promotion support than local shows, or heavy and special promotion for certain shows.

Slides outpolled telops and balops 49 to 19 in the first three choices. Here again, economy and ease of operation are probably the biggest factors in this ratio. The economy does not concern itself with materials alone; there is economy of storage space when slides are used instead of balops. A slide projector is easier to operate than an opaque projector because it is less difficult to load and has a greater capacity.

The one distinct advantage of opaque projection is versatility. Almost any type of art work can be used with these projectors, while the slide projectors are limited to transparencies.

The percentage of stations using other devices is based on the 105 completed returns. One hundred and two stations, 97.1% used publicity releases; 84.7% reported the public appearance of talent; 72.3% ran contests at one time or another; 55.2% used stunts and gimmicks; 40% reported that station personnel answered viewer questions on the air, and 22.8% had publications for viewer consumption.

ABOUT THE AUTHOR

MR. ABERLE

JAMES ABERLE for the past two years has been a member of the faculty of the U. of Missouri School of Journalism and has also served on the staff of the U. of Missouri tv station, KOMU-TV Columbia, Mo. He is 27 and married; received a Bachelor of Journalism degree in 1951 and a Master of Arts in tv journalism this year; is planning a career in broadcast journalism.

Although it takes more effort and planning, the majority of stations indicated that they considered the public appearance of talent the most important of the six categories. Not only is the use of talent in this manner good promotion, it can also be good business because talent in many of these instances can also serve a merchandising purpose. There is no question that people will go out of their way to meet popular talent, especially when the talent appears at such obvious places as drug and food stores.

Publicity releases are almost second nature to television, since this medium has attracted so many stars of stage, screen and radio. Since television is one of the most popular forms of entertainment, the newspapers are forced to heed reader demands and print many stories about television.

Publicity and press releases also are used in great quantities by television magazines, whose main fare is weekly program schedule and personality sketches. There are very few markets without these localized magazines.

Contests attract a great deal of public interest and serve to put stations in the spotlight.

It is surprising that no more than 55.2% of the stations reported using stunts and "gimmicks" as promotional aids. They can be formulated and carried out quite effectively at the spur of the moment. However, they can reach asinine proportions—such as the recent record-playing marathons.

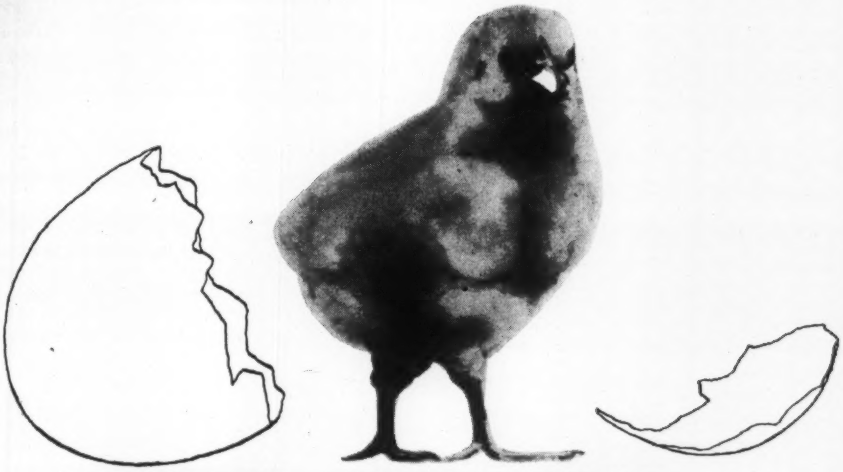
Stunts and "gimmicks" can easily be made to do double duty. Many stations have used these devices to solicit contributions for charitable organizations or for public service campaigns.

Station personnel answering viewers' questions on the air is semi-personal promotion. The viewer's ego is definitely built up when his question is discussed on the air. This type of show affords the opportunity to expand on many programming points and is especially valuable when there is a major program realignment.

It also can answer questions that are never asked. Not many people write letters to a station, either praiseworthy, derogatory or questioning, unless they are asked to do so. But no manager can assume that most viewers are perfectly content or completely informed. Hence, by discussing various programming problems, the vast portion of the audience which never writes letters is informed.

Station publications to be distributed to viewers have one major drawback. The cost of such an undertaking is usually prohibitive, and only stations with a large promotion budget can use this type of promotion effectively. There is the alternative of charging a nominal subscription fee, but this immediately reduces the potential circulation. Through the years some radio stations have profited by this type of promotion, and no doubt certain television stations will do likewise.

Significantly, 22.8% of the reporting stations said they published material for viewer consumption. They did not specify the types or quality of these publications, but no



WHICH CAME FIRST . . .
the Advertiser or the Audience?

Frankly, we're not sure.

But we do know that WOAI-TV has "most of both" in San Antonio.

Local and national advertisers buy 33 half-hour or longer non-network weekly programs in the San Antonio market; of these 33, WOAI-TV leads 23 to 10 . . . nearly 3 out of 4!

Or, lets look at quarter-hour or longer spot sales. Advertisers buy a total of 52 in San Antonio, and place 31 of the 52 on WOAI-TV. *Any way you look at it—this is advertiser preference.*

South Texans prefer WOAI-TV for consistent top programming. They prefer the clearer, sharper picture WOAI-TV consistently transmits. Of the highest rated 20 programs (June ARB), 13 are on WOAI-TV. *Any way you look at it, this is audience preference.*

Advertisers prefer the big audiences—and the big audiences prefer WOAI-TV. We're not sure which came first, but we do know, that for the most effective TV advertising in San Antonio, be sure your campaign is on the station with "most of both" . . . WOAI-TV.

WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Atlanta • San Francisco • Detroit

Source: Published program schedules, July, 1955.

NOW IS THE TIME!

Yes, now *is* the time to contact your WGN-TV representative for prime availabilities and film packages for fall programming.

WGN-TV has procured a number of top notch films for fall sponsorship to be programmed at the best time periods available on Chicago TV.

INCREASE YOUR SALES IN THE RICH CHICAGO MARKET BY USING CHICAGO'S TOP STATION—TELECASTING IN THE FALL WITH MAXIMUM POWER FROM CHICAGO'S HIGHEST TOWER.

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

In Green Bay Packerland

get the MOST PEOPLE per dollar
on the MOST POWERFUL station
240,000 watts

WMBV-TV
CHANNEL 11

Studios in
GREEN BAY and MARINETTE
represented nationally by
Venard, Rintoul & McConnell

NBC

doubt the formats vary from "slick" publications to mimeographed and dittoed sheets. These station publications have a great advantage over other printed media, because all station activities can be extolled to the fullest and the copy can be completely "commercial," whereas publicity releases must be prepared with more subtlety.

Ten other, less-used promotional devices were listed, although there are many more. Even though it is quite expensive, direct mail was the most used of the 10 reported. This type of promotion is most used for promotion of special shows to limited groups of viewers.

An adequate budget also is required for such promotion material as cab covers, window cards and bumper strips. Used in quantity, bumper strips are the highest priced, well above direct mail. The price of bumper strips is seldom below 10 cents each, and the cost of distribution is extremely high. This is sure to bring the cost up considerably, making it doubtful whether such an expenditure is a worthwhile promotion device.

Window cards are generally used in merchandising but are not limited to that aspect alone. Clever window cards, strategically placed, can supplement a station's promotion efforts. Window cards would probably have their best effect if they were used sporadically for the advertisement of special shows or stars.

Cab covers also fall into the category of supplementary promotion. The expenditure would depend on the budget available. One station reported using this type of promotion for the month before the station went on the air. In this case the station decided the expense was justified but reported that they used cab covers for one month only and had not considered them as regular promotion vehicles.

For non-selective audience promotion which requires little expenditure, several examples were listed.

"Giveaways," in which premiums or prizes are given in return for viewer action, can be limited to a specific audience, but are generally open to all viewers. It is a common practice for advertisers to furnish samples, through brokers, in return for mention on the air. The stations pay a nominal charge to the brokers for the samples.

Another inexpensive promotion device is schedule previews. Some stations do live camera program previews, but most use other forms of video. Perhaps the simplest is the balop roll-thru. The only material required is paper, typewriter and a few minutes of time. These are usually run at the end of one day's programming and at the beginning of the next day's programming. With this method, stations have the option of giving sponsor identification, a bonus to advertisers that goes a long way in building good will. These schedule previews can be varied with art work if desired. The big weakness in this type of promotion is the small audience, since only a small portion of viewers watch after regular programming ends or before it begins.

Surprisingly, only two stations mentioned tours among other promotion devices. A well-guided tour will entertain the visitors in addition to strengthening station-viewer

New! ONE Watt

Raytheon KTR-1000A TV Microwave Link

A new addition to the proven KTR series†

The ultimate in simplicity and portability. Only 4 compact units per system.

- Uses stable, dependable one watt Klystron
- Reliable, low cost, powerful operation
- Frequency range—6875-7125 mc
- For STL, Remote, Intercity, Network interconnection
- Monochrome or Compatible Color with Audio Channel

Model KTR-1000E available soon for common carrier band.

† In use by leading TV stations throughout the U.S.A.—names on request.

RAYTHEON

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division, Waltham 54, Mass.

Excellence in Electronics

COMPARATIVE NETWORK AM SHOWSHEET

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	Meet the Press	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Not in Service
6:15	TBA					No Service				No Service			
6:30	The Evening Comes	Summer in St. Louis	Mutual Benefit On the Line with Bob Considine (546)	Monitor *	TBA				Budweiser Bill Stern				Budweiser Bill Stern
6:45			All-Star Sports Time		Budweiser Bill Stern	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)	TBA	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)	TBA
7:00	Show Time Review S	Juke Box Jury	Richard Hayes Show		Vandercook CIO	Hamm Scoreboard	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Hamm Scoreboard	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op	Vandercook CIO
7:15	George Sokolsky				Co-op Quincy Howe	Tennessee Ernie S (121)	Dinner Date	No Network Service	Co-op Quincy Howe	Tenn. Ernie (121)	Dinner Date	No Network Service	Co-op Quincy Howe
7:30	Valentine		Studio Concerts		Strange		American Home Prod. Gabriel Heatter	Miles Labs News of World (166)	Strange		Gabriel Heatter	Miles Labs. News of World (168)	Strange
7:45	Henry Mile Travel Talk S				Saga ABC News	Am Oil Ed. R. Murrow (89)	In the Mood	One Man's Family	Saga ABC News	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family	Saga ABC News
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band		Red Benson's Hideaway	Mr. Keen	Top Secret Files *	Gen. Motors Henry J Taylor	Red Benson's Hideaway	Suspense	Treasury Agent *	Toni alt with Paper Mate People Are Funny	Red Benson's Hideaway
8:15					News S	Amer Tob Edwards-News		Berkshire Festival Boston Symphony Orchestra	News S	News			News S
8:30		Gary Crosby	Enchanted Hour		Voice of Firestone	Lipton & CBS Col. (alt. wks.) Godfrey Talent Scouts (171) R	Co-op Broadway Cop		Red Benson's Hideaway	Viceroy Cigs. (5 Min.) Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)	Red Benson's Hideaway
8:45									News S				News S
9:00	TBA	Kraft Foods Rudy Vallee (204)	Nat'l Labor Management Fulton Lewis		Music Tent	Rosemary Clooney (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R	Sammy Kaye S		Esso Reporter Footnotes to History	Biographies in Sound	Sammy Kaye
9:15	Quincy Howe S		Success Story USA		ABC Late News	Bing Crosby S	Brian Aherne's Spotlight Story		Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Brian Aherne's Spotlight Story		News S
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion		Freedom Sings Concert	Viceroy Cig. Amos 'n' Andy Music Hall (206)	Reporters' Roundup	Cities Service Band of America (113)	Platter Brains S	Amos 'n' Andy Music Hall	The Army Hour		President's News Conference
9:45			Co-op Keep Healthy		News	A. Jackson Chevrolet (201)			News	A. Jackson Chevrolet (201)			News
10:00	Bankers Life & Cas. Co. Paul Harvey	News	Billy Graham Evangelist Assn. Hour of Decision		AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****	AFL Edw. Morgan News
10:15	Elmer Davis	Face the Nation			How To Fix It Co-op News	Dance Orchestra	Dance Orch.	Browne-Williamson News	How To Fix It Co-op News	Dance Orchestra	(Co-op) Men's Corner	Heart of the News	Pabst Fights
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Wings of Healing Global Frontiers	Meet the Press	Martha Lou Harp		Distinguished Artists Series	Hollywood Bowl Concerts	Take Thirty S		Dance Time	New England —A Regional Survey thru 8-16	
10:45		U N Report	Britain Sings										
11:00	Moods in Melody	News	TBA	Monitor *	Songs by Dini	News	Mutual Reports The News	No Network Service	Singing with the Stars	News	Mutual Reports The News	No Network Service	Singing with the Stars
11:15 PM		Dance Orchestra			Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report S

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	ABC News Great Moments of Great Composers	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op	Breakfast Club 9-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon 9:15—9:45 M-F Swift 9:45-10 MWF Chevrolet TuTh Quaker	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	No Network Service	8 a.m. Through Midnight Sunday Monitor *
9:15		Music Room		Monitor *		No Service	Easy Does It			Farm News		
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)				Cook Chemical Cecil Brown Real News of the Morning Johnny Olsen Show			St. Louis Melodies		
9:45		Bob Trout Chevrolet		Monitor Art of Living				**M. M. McBride		Garden Gate		
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit	Sterling Drug Tu&Th (sust.) My True Story (212)	Pet Milk Godfrey (199) R	Co-op Cecil Brown	Dr N. V. Peale	(10-10:30) Table Products, Inc.	A. Jackson Chevrolet		
10:15						Campana Staley Godfrey (203) R	Faith In Our Time	One Man's Family		Galen Drake S		
10:30	Negro College Choirs S		Voice of Prophecy (307)	Monitor *	Carnation Whispering Streets (224)	Frigidaire-Bauer & Black Arthur Godfrey (206) R	Kraft News	Second Chance (Participating)	Ball Bros. Breakfast Club Review		American Travel Guide	
10:45					When A Girl Marries (165) S	Kellogg Bristol-Myers (206) R	10:35-11 Johnny Olsen Show	Standard Brands *** TuTh News		A. Jackson Chevrolet	Conference Call	
11:00	Sunday Melodies Marines in Review	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)		Companion S	Toni & Dow Lever Godfrey (205) R	(Co-op) Keepin' Company With Mert Lawrence	C-P Strike It Rich (179)	ABC News* Half Pint Panel S	Robt Q. Lewis (185) S & Milner	Lucky Pierre Show	
11:15		News*	First Church How Christian Science Heals		Paging The New S	Pisbry. & Fgaire. alt Fri (205) Pillsbury M-Th	Kraft News					
11:30	The Christian In Action S	Invitation to Learning S	Northwestern U. Review S		Albert L Warner News S	Contnl. Baking Make Up Your Mind (56)	Queen for a Day P. Lorillard (551)	C-P The Phrase that Pays (183)	All-League Clubhouse S		Philco Corp Phonorama Time	
11:45					Your Neighbors Voice S	Wrigley Howard Miller S		Miles Fibber McGee & Molly			Young Living	
12:00 N	No Net Service	A. Jackson Chevrolet	U. S. Marine Band		Valentine	Bishop, Gulf Corn. Prod. (190) Wendy Warren	Down at Holmesy's	No Network Service	ABC News How To Fix It	A. Jackson Chevrolet	I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
12:15 PM		The Leading Question			Luncheon at Astor Sunshine Boys	Gen. Fds. MWF Hilltop House	Kraft News Down at Holmesy's		101 Ranch Boys S	Romance S		
12:30	The World Tomorrow Radio Church of God	Foreign Affairs	Bill Cunningham Co-op	The Eternal Light	How To Fix It No Network Service	Toni MWF-GF TTh Whitehall M-F Helen Trent (189)	No Service		American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Monitor *
12:45		Wash. Week	Co-op Merry Mailman			Whitehall-P&G Our Gal Sunday MW-GF (183)						
1:00	Churches of Christ Herald of Truth (108)	1-2 p m Woolworth Hour (200)	Basil Heatter	Monitor *	Co-op Paul Harvey	P&G Ivory Road of Life (138)	Co-op Cedric Foster		ABC News Navy Hour S	City Hospital	Fifth Army Band	Chalmers Home Hour (Central Sta's)
1:15			First Church How Christian Science Heals		Co-op Ted Malone	P&G Oxydol Ma Perkins (102)	Mutual Music Box			A. Jackson Chevrolet		

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

	THURSDAY				FRIDAY				SATURDAY				
NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
No Network Service	Not in Service	Metro.Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service	Pan American Union	Lou Cioffi News	John Flynn	Monitor *	6:00 PM
		No Service				No Service		Richard Harkness Co-op		Sports Roundup	World Traveler		6:15
	Budweiser Bill Stern				Budweiser Bill Stern			No network Service	Co-op Sports Kaleid	Capitol Cloakroom	Report From Washington		6:30
Sun Oil & Co-op 3-Star Extra (34)	TBA	Delco Battries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)	TBA	Delco Battries Lowell Thomas (199)		Sun Oil Co-op 3-Star Extra (34)	Co-op Sports Afield With Bob Edge	Hamm Scoreboard Gen. Mtrs., News	Basil Heatter		6:45
Alex Drier Man on the Go Co-op	Vandercook CIO	Hamm Scoreboard	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	Vandercook CIO	Hamm Scoreboard	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	At Ease	Make Way for Youth	Pop The Question		7:00
No Network Service	Co-op Quincy Howe	Campana Philip Morris Tenn. Ernie (184)	Dinner Date	No Network Service	Co-op Quincy Howe	Philip Morris Campana Harrison Prods Tenn. Ernie (204)	Dinner Date	No Network Service	Overseas Assignment				7:15
Miles Labs News of World (168)	Strange		Gabriel Heatter	Miles Labs News of World (168)	Strange		Amer. Home Gabriel Heatter	Miles Labs News of World (168)	James Crowley S	Dance Orchestra	Magic of Music		7:30
One Man's Family	Saga ABC News	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family	Saga ABC News	Am Oil Ed. R. Murrow (89)	In the Mood	One Man's Family	It's Your Business S ABC News				7:45
Conversation	Red Benson's Hideaway	The Whistler	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)	Red Benson's Hideaway	Bristol-Myers (10 Min.) Godfrey Digest (200)	Counterspy *	National Radio Fan Club	Dancing Party S	21st Precinct (200)	Mutual's Wheel of Fortune		8:00
	News S	Amer Tobacco Edwards News			News S	Edwards News							8:15
College Quiz Bowl	Red Benson's Hideaway	Disk Derby	(Co-op) Brady Kaye	Dr. Six-Sun	Red Benson's Hideaway	Disk Derby	Co-op City Editor			Disk Derby	Quaker City Capers		8:30
Brown & Williams News	News S		Esso Reporter Footnotes to History	Brown & Wm'son News	News S		Esso Reporter Footnotes to History			Kool Cigarettes (5 Min.)			8:45
DeSoto Plymouth Dealers, The Best of Groucho (191)	Sammy Kaye			X –Minus One	Sammy Kaye					P. Lorillard Two For The Money (209)	Hawaii Calls		9:00
	News S	Bing Crosby S	Brian Aherne's Spotlight Story		News S	Bing Crosby	Brian Aherne's Spotlight Story						9:15
Truth or Consequences	Rhythm On Parade S	Amos 'n' Andy Music Hall	State of the Nation	Ted Heath & His Music (effec. 8-11)	Treasury of Music S	Viceroy (202) Amos 'n' Andy Music Hall	Musical Caravan			Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
NBC Trvl B'reau	ABC News	A. Jackson Chevrolet (201)		B&W News	ABC News	A. Jackson Chevrolet (201)		B&W News		Chevrolet News A. Jackson (188)			9:45
Fibber McGee & Molly ****	AFL Edw. Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****	AFL Edw Morgan News	Hamm Scoreboard	Virgil Pinkley	Fibber McGee & Molly ****	Ozark Jubilee	Saturday Night Country Style	Stratford Festival of Music	Monitor *	10:00
B&W News Heart of the News	How To Fix It Co-op ABC News	Dance Orchestra	The Book Hunter	Heart of the News	How To Fix It Co-op ABC News	Dance Orchestra	Forbes Reports	Joseph C. Harsch					10:15
Keys to the Capital	Front & Center		Dance Orchestra	Jane Pickens Show	Indoors Unlimited		London Studio Melodies	Stars In Action National Guard	Lawrence Welk Army Show	Amer. Tobacco Top Tunes of the Week (10)			10:30
													10:45
No Network Service	Singing with the Stars	News	Mutual Reports The News	No Network Service	Songs By Dini	News	Mutual Reports The News	No Network Service	Statler Orchestra	News	Dance Time		11:00
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty		Dance Orchestra	Airmen of Note		11:15 PM

	UNDAY		MONDAY - FRIDAY				SATURDAY			
	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
30 PM	Lutheran Hour (479)	Monitor *	Closed Circuit	Gen. Fds. MWF Sleep-Eze TuTh Dr. Malone	Bruce Eliot Show	Co-op Pauline Frederic Reporting	Shake The Maracas	Stan Dougherty Presents	Ruby Mercer Show	Monitor 8 a.m. Saturday through Sunday Midnight *
45				P&G Duz Guiding Light (128)		No Network Service				
00	(approx 2-4:30)	The Catholic Hour	No Network Service	Gen. Fds. MWF Mrs. Burton	(approx 2-4:30)		ABC News Festival S	String Serenade	(approx 2:00)	
15				MWF P&G Tide Gen. Fds. TuTh P. Mason (163)						
30	Gillette Co Warmup	Monitor	The Martin Block Show	Toni & Bristol Myers Nora Drake (201)	Warmup S			New Orleans Jazz	Warmup S	
45				Gen. Fds. MWF Brighter Day (166)						
00				Lever, Kellogg Houseparty * (183) R	Jackson Brewing Co Game of the Day	News Wonderful City Partic. M-Th	News Festival S	Dance Music		
15	Gillette Safety Razor Co			Pillsbury MTh House Party Hawaiian Fri. (198) R*		Citizens View the Public Schls. (F only)			Jackson Brewing Co	
30	Game of the Day			No Service	R J Reynolds Tobacco Co Camel Scoreboard	P&G Right to Happiness (175)		Treasury Band-stand	Game of the Day	
45						Presenting Claude Rains Just Plain Bill	ABC News			
00	R J Reynolds Tobacco Co		Manhattan Matinee		Bruce & Dan	Stella Dallas Stlng. Drg. MWF Sust. TuTh	Band Concert Promenade S		R J Reynolds	
15	Camel Scoreboard					Young Widder Brown, Sterling Drug MWF Sust. TuTh	Co-op Feature Horse Races		Camel Scoreboard	
30	Harrison Products Nick Carter		Treasury Bandstand		Tex Fletcher's Wagon Train	P&G Pepper Young's Family	Band Concert Promenade S		Bandstand USA	
45						Miles Labs Woman In My House	The World Tourist			
00	Natl. Biscuit Adventures of Rin Tin Tin		Musical Express	News No Service	Quaker Oats Co. Sgt. Preston of the Yukon	C-P Lorenzo Jones (191)	Dinner at the Green Room S	Adventures In Science	Teenagers USA	
15			Bobby Hammack & His What Four			Lone Ranger Gen. Mills Amer. Baker & Participating		Richard Hayes		
30	(Co-op) Wild Bill Hickok		Gloria Parker		Bobby Benson America's Bsness			A. Jackson Chevrolet		
45 PM			Vincent Lopez		General Tire Sports Time Kraft News	Daniel Boone & Colonel Coon		Saturday at the Chase	John Price, News	

July 25, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News. (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors — Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Murine Co.—alt. Tue., alt. Wed.
10:15-30 a.m., Campana Sales Co.—M.-Th. alt. days; Staley Mfg. Co.—M.-Th. alt. days
10:30-45 a.m., General Motors, Frig.—Tu., Th.; Bauer & Black—Mon. & ea. 4th Fri.; Corn Products—Wed. & ea. 4th Fri.; Staley Mfg.—Alt. Fri.
10:45-11 a.m., Bristol Myers—M., W.; Kellogg—Tu., Th.; Campana—alt. Fri.
11-11:15 a.m., Lever—M., W. alt. Fri.; Toni—Tue.; Dow Chemical—Thur.; Kellogg—alt. Fri.
11:15-30 a.m., Pillsbury Mills—M.-Th.; Toni—ea. 4th Fri.; Dow Chem.—ea. 4th Fri.; Gen. Motors—alt. Fri.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co. M.-F.; Pearson Pharmacal—M.-F.; Harrison Products Inc.—Sunday; Curtis Candy Co.—W.
Multi-Message—Harrison Products Inc.—Sun.

NBC—
* **Monitor** participating sponsors: Carter, Chevrolet, Chesebrough, Miller Brewing, Morton Salt, Philip Morris, RCA, Socony, Western Union.
** Mary Margaret McBride: M.-W., F.: Sustaining; Th. only: General Foods.
*** 10:55-11 a.m. News with Ken Banghart; M., W., F.: Sustaining; T., Th.: Standard Brands.
**** Fibber McGee & Molly: 3 Plan Kools partic. Tues. only.

relationships. Most problems can be graphically explained in terms that any layman can grasp. This also affords an excellent opportunity for the viewers to meet some of the station's personalities. Naturally, viewer interest will guide the station in setting up tours. The first station in an area will benefit more from tours than a new station in a multi-station market. The drawbacks to tours, among other things, are scheduling and manpower. Tours must be discouraged during live camera rehearsals or programs. Yet, manpower is usually unavailable when live cameras are used infrequently or not at all. No solution can be given to these problems that would cover all stations.

Additional promotion devices which require little or no capital outlay are on-the-air phone calls, quizzes and replies to letters from viewers.

The monthly dollar value of audience promotion was tabulated according to annual income classification of the 54 stations that indicated their annual billings. The five income groups are: Under $250,000; $250,000 to $500,000; $500,000 to $1 million; $1 million to $2 million, and over $2 million (see opposite tables).

The following comments from two stations indicate why some of the stations did not answer this question.

"This is difficult. For instance, there is a great amount of time that we give to public service programming out of the monthly promotion budget. Also, there are such items as dealer mailings, sales meetings for clients, etc."

"We don't figure dollar value for on-the-air promotion. We give what is needed and don't consider it an extra dividend for the sponsor."

Generally, the greater the income, the greater the expenditure for promotion. This held true not only for on-the-air promotion which is figured according to station rate cards but also for outside promotion such as dealer displays, billboards and car cards. Here, again, was emphasized the fact that stations with incomes of more than $1 million had access to more promotion vehicles than lower income stations. However, smaller stations can take heart since the larger stations are usually in a more competitive situation and must promote themselves to a greater extent.

Although some stations reported tremendous dollar volume promotion with other media, namely radio and newspapers, it must be remembered that these are usually trade arrangements. As one station commented:

"When one takes into consideration A, B and C time, national rates, etc., it is quite difficult to pinpoint value per month."

A small income station had this to say about value of its trade agreements:

"Indirect audience promotion by program schedule and/or tv column published in 21 daily, weekly and semi-weekly newspapers. This space is not paid for; however, we give these newspapers one 10-sec. spot announcement per week. Dollar value of these would total approx. $1,800 per month."

One station reported that it traded on car cards in addition to a $1,000 weekly trade deal with a theatre.

WHAT'S SPENT, AND HOW

ESTIMATES OF THE MONTHLY DOLLAR VOLUME OF VARIOUS TYPES OF AUDIENCE PROMOTION USED BY STATIONS. CATEGORIES ARE BY ANNUAL STATION INCOME.

LESS THAN $250,000

Station	On-the-Air	Radio	Newspaper	Dealer Display and Tie-in	Billboard	Car Cards	Other
A	$ 12,000		$ 100				
B	9,500		100	$ 100			$1,800
C	5,000	$ 1,000	150			$ 100	
D	15,000		200	15	$ 70	15	
E	2,700	150					
F	1,500		600		400	400	1,000
G	800	200	200				

$250,000—$500,000

Station	On-the-Air	Radio	Newspaper	Dealer Display and Tie-in	Billboard	Car Cards	Other
A	20,000		1,000	100			
B	25,000		500	200	350		200[1]
C	10,000		300	500			
D	20,000		300	100			250
E	9,000		500	300			200
F	7,000	400					200
G	5,000		300				
H	4,000		750			750	
I	3,000		300				
J	2,000	800	450			280	
K	1,000		300				
L	400	250	100				
M		250	100	25		50	15[2]

[1] Direct mail. [2] Mimeograph sheets for mailing.

$500,000—$1,000,000

Station	On-the-Air	Radio	Newspaper	Dealer Display and Tie-in	Billboard	Car Cards	Other
A	36,000	200	300	200		150	200[1]
B	35,000		950	30	120		
C	23,600		1,000				1,000
D	10,000	400	1,000				
E	5,000	2,500					
F	5,000		500				500
G	5,000		1,000				
H	3,000	1,000	50				100[2]
I	3,600	90	8,000	450	450		
J	2,000		550	25	100		
K	250		1,000		300		
L			600	100			150

[1] Direct mail. [2] Trade papers.

$1,000,000—$2,000,000

Station	On-the-Air	Radio	Newspaper	Dealer Display and Tie-in	Billboard	Car Cards	Other
A	125,000		18,000				
B	32,000		2,000		500		
C	30,000	1,200	1,000	100			3,000
D	30,000		2,000	500			400
E	20,000	1,000	3,000	200	50		
F	15,000		2,500	400		2,000	
G	2,000		500				
H	1,000	500	180	50			
I			300				400[1]

[1] Trade letters.

OVER $2,000,000

Station	On-the-Air	Radio	Newspaper	Dealer Display and Tie-in	Billboard	Car Cards	Other
A	200,000		1,000		5,000		8,000[1]
B	90,000		7,000	11,000			
C	75,000		1,000		1,000		
D	15,000	21,000	2,800	6,000		1,000	500[2]
E	14,000	1,200	8,000	800			
F	12,000		2,000	100	2,600		1,500[3]
G	5,000		12,000	5,000			200[4]
H	9,000		3,000				
I	5,000		3,000	200	3,000	900	250
J	5,000		1,000				1,000
K	5,000		50			500	
L			5,000	1,000			
M			450	100	500		

[1] Tv Guide. [2] Cab covers. [3] Tv Guide. [4] Magazine.

(Government continues from page 52)

SEC. 309 (C) REVISION PASSES HOUSE

Companion measure to amend economic protest clause wins approval of Senate Communications Subcommittee. Plan has chance to clear Congress before end of session.

AMENDMENT of the Sec. 309 (c) "economic protest" provisions of the Communications Act came within shooting distance last week as the House approved the measure (HR 5614) some 10 days before the expected time for the congressional recess.

The House action accented a spurt of activity late in the first session of this Congress on the bill, which would give the FCC discretion in deciding whether a protested non-hearing grant may go into effect pending final outcome of the protest and give the Commission authority to redraft the issues of a protest and deny those which would not merit a hearing even if proved true.

The FCC-sponsored measure was approved Thursday after an hour's debate on the House floor. The bill met substantial opposition and was finally passed by a "division" vote—77 members present rising to indicate they favored it and 10 standing to signify their opposition. The loudest opposition came from two West Virginia congressmen interested in the Clarksburg, W. Va., ch. 12 protest case.

Meanwhile, the Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R. I.) last week reported favorably on the Senate version (S 1648) of the same proposal. Both bills carry minor amendments suggested by the Federal Communications Bar Assn. and agreed to by the FCC during Senate and House committee hearings on the respective measures.

A spokesman for the Senate subcommittee, which held hearings on S 1648 on July 7 [B•T, July 11], said the Senate version may be considered at a meeting of the full Senate Interstate & Foreign Commerce Committee this Wednesday. But he indicated final Senate action on the floor may come on the identical bill already passed by the House and sent to the Senate.

Pushing passage of the House measure during the Thursday debate were Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee, Chairman Oren Harris (D-Ark.) of the Transportation & Communications Subcommittee which held hearings on the bill in June [B•T, June 27], and committee members John Bell Williams (D-Miss.), John J. Flynt Jr. (D-Ga.), James I. Dolliver (R-Iowa), Joseph P. O'Hara (R-Minn.) and William L. Springer (R-Ill.).

Voicing opposition to the bill were Reps. Cleveland M. Bailey and Harley O. Staggers, both West Virginia Democrats, and Rep. James M. Quigley (D-Pa.). Rep. Staggers is a member of the House Commerce Committee.

Reps. Bailey and Staggers both indicated extreme interest in the Clarksburg, W. Va., protest case, in which the U. S. Court of Appeals for D. C. has upheld a protest under the present law by Clarksburg Publishing Co., which publishes the *Exponent* and *Telegram* there. FCC had denied the newspaper firm's protest of the Commission grant of vhf ch. 12 there to WBLK in 1954. The publishing firm appealed and was upheld by the appeals court.

The two West Virginia Democrats charged that enactment of the bill would lead to a long series of litigations. Rep. Bailey hinted the FCC has favored the larger broadcasting groups in its decisions and said if the bill is enacted it will put the stamp of congressional approval on these decisions and will jeopardize the future of radio frequencies and tv channels not yet granted, to the prejudice of the small broadcaster or applicant.

He said this would give the FCC undue power which would work against the public interest in denial of hearings to legitimate protestants.

Rep. Bailey said he opposed the bill because it is "dangerous" and because he was "opposed to unlimited authority" by the FCC. Enactment, he said, will make it almost impossible for a protestant to get his case into court.

The bill, he said, "should go back to the committee for more mature consideration."

Rep. Staggers said enactment of HR 5614 would be a setback to the McFarland Act of 1952, which added the present protest provision to the Communications Act. He predicted that if the bill is enacted, "we will be back within the next two or three years on the same legislation."

Rep. Staggers said he didn't believe the full House Commerce Committee understood the significance of the bill's provisions when the committee reported favorably on the measure. He quoted from testimony by attorney Benedict P. Cottone during the June hearings that the protest section has been one of the main instruments used by hard-up uhf stations to keep from being killed off by vhf broadcasters.

If the bill is enacted, he said, "the small person in radio or tv won't have a chance." He charged that "the commissions downtown are running the U. S. government."

Rep. Harris, in speaking for the bill, said it

Strong pull

. . . keeps viewers tuned to

KMJ•TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC and CBS affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER	now 447,000 watts.
RECEPTION	Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.
RATINGS	KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, Mar. '55).
COLOR	KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

has been approved by the FCC, the Federal Communications Bar Assn. and "others interested in the problem."

Referring to the Clarksburg case, he said the FCC will not reconsider its designation of the case for hearing or reconsider its stay of the grant pending the hearing and resolution of the case. The FCC has clarified its policy on what it would do in pending protest cases if the bill is enacted [B•T, July 11].

Rep. Harris mentioned some 70 protest cases with which the FCC has dealt, with "many of them ordered for a full evidentiary hearing." Completion of these cases will take up to two years, he said.

He noted that the bill, as amended, allows the protestant oral argument on portions of a protest which are denied by the FCC on grounds that even if they are proved true, they do not call for a hearing.

He termed some protest cases "blackmail" on the part of the protestant and said he didn't believe Congress should sanction them. As the law now stands, he said, anyone who says he is a party in interest can delay a new radio or tv station from going on the air. Under the present law, even a "jukebox operator" can hold up a radio or tv service by filing a protest, he said.

Small Operators' Rights

He differed with Rep. Bailey by saying he didn't believe the bill would restrict the rights of small operators.

He noted that Mr. Cottone, now representing the Ultra High Frequency Industry Coordinating Committee, was general counsel of the FCC at the time the McFarland Act was passed over FCC objections to the protest section.

Now that Mr. Cottone represents "private interests," he is against liberalizing the protest section, Rep. Harris said.

Rep. Harris, who had made the statement in answer to a charge by Rep. Staggers that members of the FCBA—a majority of which favors the bill—represent "private interests," said Mr. Cottone himself is a member of the FCBA's executive committee. He said FCBA members represent both large and small interests.

A group of Washington communications lawyers watched the Thursday House debate from the gallery.

Rep. Williams said, as he saw it, the bill would permit the FCC to grant, at its own discretion in the public interest, a special temporary authorization to the permittee pending hearing on a protest. This certainly would not place the public interest in jeopardy, he said, particularly since an evidentiary hearing *will* be held, and since the permittee would go on the air at his own risk. Furthermore, the FCC would not be required to grant an automatic STA but would do so at its own discretion, taking into account the public interest, Rep. Williams said.

The Mississippi Democrat said he also felt the FCC should be able to sustain its demurrer in order to check dilatory tactics and cut out "red tape."

Rep. Dolliver said he believes the legislation will help the public to receive the radio and tv service "to which they are entitled." He said the bill "does not affect the rights of anyone," but is a procedure to get radio and tv service quicker.

Union Campaigning Issue May Go to High Court Test

COURT TEST designed to bring a definite ruling on the right of unions to use union funds for political purposes is sought by the government and the CIO United Auto Workers following handing down Thursday of a grand jury indictment against the union in connection with UAW-sponsored tv shows [B•T, July 18].

UAW was charged with spending $5,985 to defray cost of nine tv programs during primary and general elections. No union official was indicted. The indictment charged that union money was spent illegally and "not from voluntary political contributions or subscriptions of employe members of the union." Programs were broadcast on the *Meet the UAW-CIO* series on WJBK-TV Detroit. The indictment was handed down in Michigan at instigation of the Dept. of Justice.

President Walter Reuther of CIO and UAW charged the indictment was "inspired" by John Feikens, Republican Central Committee chairman, and Postmaster General Arthur E. Summerfield. He contends the unions have a right to buy broadcast time to express their views just as newspapers have the right to print their own editorials. He said the broadcast time was bought by "voluntary money contributed by union members."

Attorney General Herbert Brownell Jr. said the union's position "appears to be simply that the statute is unconstitutional and, hence, unenforceable. The constitutionality of the statute as applied to national banks, corporations or labor unions has never been passed upon squarely by the U. S. Supreme Court."

SPILLANE NAMED TO NEW FCC POST

On Aug. 1 becomes chief of the Broadcast Bureau's Renewal & Transfer Div. Appointment leaves only two top positions vacant in Bureau.

LESTER W. SPILLANE, assistant Chief, Safety & Special Services Bureau, was named chief of the Renewal & Transfer Div., Broadcast Bureau, last week. His appointment is effective Aug. 1.

MR. SPILLANE

With Mr. Spillane's appointment, there remain two top vacancies in the Broadcast Bureau. These are the Broadcast Facilities and the Hearing divisions.

Last week's appointment is the third in the Broadcast Bureau in two weeks. Edward F. Kenehan was named chief, and James A. Barr, assistant chief, of the Broadcast Bureau earlier this month [B•T, July 18].

Mr. Spillane replaces Walter R. Powell as chief of the Broadcast Bureau office which deals with renewal and transfer and sale applications. It also investigates complaints about stations and furnishes the Commission with dossiers on such subjects.

Mr. Powell, who resigned early this year to join NARTB, was Commission counsel in the renewal hearing for Edward Lamb's WICU (TV) Erie, Pa.

Mr. Spillane was born in Akeley, Minn., in 1907. He attended the public schools of Milwaukie, Ore., the U. of Oregon and Northwestern College of Law, Portland, Ore., receiving his L.L.B. in 1937.

In 1928, Mr. Spillane went to work for the Radio Div. of the Dept. of Commerce. For the next ten years, while attending school, he worked in radio inspection offices in Seattle and Portland. Following his acquisition of a law degree, he joined the Washington legal staff, serving as FCC counsel in common carrier and special services hearings.

In 1941, he became Law Dept.'s counsel in the Pacific Northwest regional office.

He returned to Washington in 1944 as an attorney in the Law Bureau's Broadcast Div. He served as associate counsel in the 1944-45 allocation hearings and as Commission counsel and presiding officer in a number of broadcast hearings. He became assistant to the chief of the Law Bureau's Broadcast Div. in 1946.

In July 1946, Mr. Spillane was appointed assistant general counsel in charge of the Law Bureau's Safety & Special Services Div. When that Bureau was established in 1950, he was named assistant chief.

Laredo Ch. 8 Grant Final

GRANT of Laredo, Tex., ch. 8 was made to Vidicon Industries of America last week by the FCC.

The construction permit calls for 28.2 kw visual power, with an antenna 280 ft. above average terrain.

Vidicon Industries is ownd by H. C. Avery Jr., architect and engineer, and David H. Cole, building supplies.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

FCC Asked to Approve $500,000 Sale of WTRY

THE FCC was asked last week to approve the sale of WTRY Troy, N. Y., by Harry C. Wilder and associates to a group of New England broadcasters for $500,000 [B•T, July 18].

The application showed that the buyer, Tri-City Radio Inc., was composed of C. George Taylor, 28%; Robert T. Engles, 28%; Mowrey Lowe, 22%, and Kenneth M. Cooper, 22%.

Mr. Engles is president-general manager and 12.5% owner and Mr. Taylor is program director and 12.5% owner of WHIM Providence, R. I. Both also hold options to buy 6.5% of WPRO-TV, resulting from the merger agreement in the Providence ch. 12 case. Mr. Lowe, president-general manager of Tri-City, is the former general manager of WEAN Providence. He also has less than 1% of WPRO-TV, and earlier this year sought to buy WHOO-AM-FM Orlando, Fla., from Edward Lamb. In May, he withdrew the application for FCC approval. Mr. Cooper is vice president-general manager of WORC Worcester, Mass.

WHIM is being sold to Frank W. Miller Jr., vice president of Headley-Reed Tv, station representatives.

WTRY (5 kw on 980 kc) was valued at $258,000 on a replacement basis for land, buildings, equipment, office, studio, etc.

Balance sheet for May 31 showed that WTRY's total assets were $276,256, of which $187,320 were current assets. Current liabilities totaled $23,329, deficit was indicated as $17,592, and profit for the first five months of 1955 was listed as $39,674.

The sales agreement showed that the buyers had deposited $50,000 in earnest money and were obligated to pay $100,000 more at closing date after FCC approval. The remaining $350,000 was to be paid in five years, the agreement provided. It was also agreed that Mr. Wilder would not engage in radio broadcasting in the Albany-Schenectady-Troy area for five years.

The $100,000 payment at closing was to be secured from the Plantations Bank of Rhode Island and was to be repaid almost immediately, the application disclosed, when WTRY's licensee, Troy Broadcasting Co., was liquidated.

WTRY's 50% interest in WTRI (TV) Albany, which ceased operation early this year, will be transferred to individual stockholders. An application to that effect was filed two weeks ago [B•T, July 18].

Nine Radio Station Sales Win Commission Approval

FCC APPROVAL for changes of ownership in nine radio stations, whose sale prices totaled over $900,000 was given Wednesday.

Biggest sale was the $350,000 acquisition of WKLO Louisville, Ky. (including WKLO-TV), by Great Trails Broadcasting Corp. (See page 48.)

Other changes approved were:

KXOL Inc. purchase of KXOL Ft. Worth, Tex., for $260,555 from Ft. Worth Broadcasting Co. President Wendell Mayes and associates hold majority interests in KBWD Brownwood, KNOW Austin, KSNY Snyder, all Texas, and own 50% of KTOK Oklahoma City.

KFXM San Bernardino, Calif., purchase for $152,000. Willard R. Hasbrook, manager of KFSD San Diego, Calif., is president of the new licensee.

Citizens Broadcasting Co. of Oklahoma assignment of license of KTOW Oklahoma City for a purchase price of $50,845. Citizens owns KWKC Abilene, Tex.

WERI Westerly, R. I., sale to William F. Malo, William F. Malo Jr. and family for $50,000. Mr. Malo Sr. is the commercial and advertising manager of WDRC Hartford, Conn. President Malo Jr. is an account executive with WNHC-AM-TV New Haven, Conn.

WHAN Charleston, S. C., sale to Harry C. Weaver for $49,500. Mr. Weaver is 50% owner of WGAP Maryville, Tenn., and a minority stockholder of WOKE Oak Ridge, Tenn.

Sale of WSTN St. Augustine, Fla., for $39,662 to James D. Sinyard, formerly 50% owner of WATH Athens, Ohio, and still 10% owner of WKOV Wellston, Ohio. Mr. Sinyard's request for permission to sell his half interest in WATH to A. H. Kovlan, Stephen H. Kovalan and Edward P. Kovalan, doing business as Radio Athens, for $36,606 was approved simultaneously.

KLMO Longmont, Colo., purchase by Grady F. Maples, Edna H. Maples and David F. White Jr. for $20,000 plus assumption of $4,107 in liabilities. The Maples own 50% of KGMC Englewood, Colo., and 50% of KLLL Lubbock, Tex.

Porter, Resnick Exchange Verbal Blasts in Miami Case

CLASH of attorneys highlighted oral argument before FCC last week on Miami ch. 10 case.

Attorney Paul A. Porter, former FCC chairman, who represents favored WKAT Miami Beach, referred to the efforts of other attorneys to impeach the testimony of A. Frank Katzentine, WKAT owner, as "amateurish" and "entrapment." He called the attacks "smears."

In a hotly-worded rebuttal, attorney Leo Resnick, former FCC examiner and representing WCKY Cincinnati, referred to Mr. Porter's "slanderous" remarks. He asked the FCC to "admonish" Mr. Porter for unprofessional conduct. "If it weren't for my understanding of his indignation," Mr. Resnick continued, "I think he ought to be excluded from this bar for going beyond what normal proprieties call for."

The oral argument was mainly a repetition of arguments during the hearing regarding Mr. Katzentine's testimony in a previous hearing in connection with the establishment of the Greater Miami Crime Commission, and allegations that WKAT had broadcast horseracing information.

FCC Wants Hearing on Bid Of Tarzian For Roanoke Outlet

APPLICATION of Sarkes Tarzian Inc. for a new tv station on ch. 21 at Roanoke, Ind., indicates the necessity of a hearing because of proposals to locate transmitter and studios near Fort Wayne, the FCC said last week. At present ch. 21 is assigned to Huntington, Ind., but also is available to Roanoke, about 15 miles away.

The Commission claimed that Mr. Tarzian's proposal to set his transmitter site 12 miles from Roanoke and less than three miles from Fort Wayne indicates that the proposed station would not serve the areas contemplated by the original assignment of ch. 21 to Huntington.

In a separate action, the Commission denied petitions of WANE-TV Fort Wayne (ch. 69) and WINT (TV) Waterloo, Ind. (ch. 15), to assign Huntington's ch. 21 to Fort Wayne.

WANE-TV wanted to switch to ch. 21 if reassigned to Fort Wayne, while WINT intended to keep it open to any interested party. Their petitions were denied because of the Tarzian application for the Huntington-Roanoke assignment and because of substandard interference that would develop if ch. 21 was shifted to Fort Wayne.

ALL AGREE!
IT'S WKBN-TV

WKBN-TV RATINGS

PULSE
22 of the first 26 programs
(March, 1955)

ARB
17 of the first 25 programs
(Nov., 1954)

HOOPER
18 of the first 26 programs
(Oct., 1954)

WKBN-TV QUARTER-HOUR *FIRSTS*

PULSE
406 of 444 Weekly Quarter Hours
(March, 1955)

ARB
312 of 466 Weekly Quarter Hours
(Nov., 1954)

HOOPER
363 of 451 Weekly Quarter Hours
(Oct., 1954)

YOU NEED WKBN-TV *TO COVER THE* YOUNGSTOWN MARKET!

WKBN-TV
CHANNEL 27
YOUNGSTOWN, OHIO
CBS• ABC•DUMONT
Represented Nationally By
PAUL H. RAYMER CO.

WSYR-TV Asks Satellite; New Orleans Educ. Bid Filed

APPLICATION for operation of Elmira, N. Y., ch. 18 as a satellite to WSYR-TV Syracuse was filed with the FCC last week by the Newhouse-owned Central New York Broadcasting Corp.

Also filed was an application for New Orleans' reserved, educational ch. 8 by Greater New Orleans Educational Television Foundation Inc.

WSYR-TV proposes to operate Elmira's ch. 18 from its main station in Syracuse. Elmira is about 75 miles from Syracuse. It asked for 15.1 kw power from a 700 ft. tower now existing at Hawley Hill outside Elmira. Hawley Hill had been used by the now defunct WECT (TV) Elmira. WSYR-TV plans to spend $95,580 in building the Elmira satellite and $30,090 to operate it.

Application indicated WSYR will pay $23,000 for the land, transmitter building and tower of the former WECT.

Central New York balance sheet as of May 31 showed total assets of $2,685,457, of which $901,289 were current assets. Current liabilities were listed at $354,203, long term notes at $750,000 and earned surplus at $902,754. The company said it had made not less than $100,000 each year after payment of Federal taxes for the last two years.

The S. I. Newhouse family owns in addition to WSYR-AM-FM-TV Syracuse the following: WTPA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore., and 23% of KWK-AM-TV St. Louis. It owns the *Syracuse Post-Standard* and *Herald-Journal, Harrisburg Patriot, Portland Oregonian, St. Louis Globe-Democrat,* and newspapers in the New York City area.

Greater New Orleans Educational Television Foundation Inc. is a non-stock, non-profit organization set up to direct the activities of the New Orleans station. None of the directors holds radio or tv interests. Mrs. Louis Abramson Jr. is chairman of the foundation's board.

The application requests effective radiated power of 24.72 kw visual with an antenna height above average terrain of 483 ft.

Estimated construction cost was set at $328,623 and the station's first year operating cost at $129,470. Its revenue, from other foundations and interested organizations, is to come to $494,335 during the first year.

Senate Gets Twin Bills To Enact Hoover Proposals

IDENTICAL pairs of bills were introduced in the Senate last week implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies.

The bills, identical with measures already presented in the House [B•T, May 16], were introduced by Sens. Joseph R. McCarthy and Alexander Wiley, both Wisconsin Republicans.

The first proposal (S 2540 and 2503) provides for a legal career service for civilian attorneys in government.

The second proposal (S 2541 and 2504) would "improve legal procedures in the executive branch of the government through the enactment of an administrative code."

SEVEN NEW AM'S GRANTED BY FCC

FCC last week granted construction permits for seven new am stations and authorized changes in six existing standard stations.

Construction permits were granted to:

Tri-City Broadcasting Co., Flomaton, Ala., for 990 kc, 500 w daytime only.

Tri-County Radio Broadcasters, Chipley, Fla., for 1240 kc, 250 w unlimited. Owner Edward C. Allmon is a physicist and electronic engineer at Eglin Air Force Base.

Binder-Carter-Durham Inc., Flint, Mich., for 1420 kc, 500 w day with directional antenna. Principals Richard S. Carter and Ernest L. Durham are employes of WBBC Flint.

Newton County Broadcasting Service, Newton, Miss., for 1410 kc, 500 w day. Owner E. Glenn Abercrombie is a salesman for WAVU Albertsville, Ala.

Green Hills Broadcasting Co., Brookfield, Mo., for 1470 kc, 500 w day, directional antenna. Principals are: William R. Tedrick, owner of KWRT Booneville, Mo.; Leslie P. Ware, principal stockholder KLPW Union, Mo., and vice president-general manager of KCKT-TV Great Bend, Kan., and Ira J. Williams, president-50% owner of the *Brookfield* (Mo.) *News-Bulletin.*

OK Broadcasting Co., Fairfax, Va., for 1310 kc, 500 w day. Principals are George E. Oleson, general manager of WEAM Arlington, Va., and Arthur Kellar, sales manager of WPIK Alexandria, Va.

Dorothy J. Laird, Waupaca, Wis., for 800 kc, 500 w day. Mrs. Laird is the wife of Ben A. Laird, president and stockholder of WDUZ Green Bay, Wis., and WMAW Menominee, Mich.

The FCC also made final an initial decision permitting WAPF McComb, Miss., to change from 1010 kc to 980 kc, continuing operation with 1 kw day [B•T, June 20]. The station had been set for hearing on possible interference with KCIJ Shreveport, La. (on 980 kc with 5 kw, day).

Other changes in existing facilities granted were:

WCDL Carbondale, Pa., from 1230 kc, 250 w unlimited to 1440 kc, 5 kw day.

KCHS Truth or Consequences, N. M., to change from unlimited time to specified hours of operation on 1400 kc, with 250 w.

WPRT Prestonburg, Ky., from 960 kc, 1 kw day to 1270 kc, 5 kw day.

WLIK Newport, Tenn., for increase from 1 kw to 5 kw, daytime only on 1270 kc.

WABA Aquadilla, P. R., from 1240 kc, 250 w unlimited to 850 kc, 500 w unlimited with conditions.

Small Business Subcommittee Considers FCC Investigation

A HOUSE Small Business subcommittee spokesman said last week his group has "vague" plans for investigating the FCC in a current series of hearings on charges of interference and wire-pulling by the Executive Dept. and political committees in the activities of independent regulatory agencies.

The subcommittee, headed by Rep. Joe L. Evins (D-Tenn.), heard testimony on that subject last week by representatives of the Federal Trade Commission.

The subcommittee spokesman said it is "not certain" that hearings will be held on FCC activities. He said that would depend on whether the FCC has been questioned along these lines by other congressional committees and on the priorities and pressures of the subcommittee's business.

EL PASO
the Southwest's
BOOMING
3 IN 1
MARKET
NEW MEXICO
KROD TV
EL PASO
TEXAS
OLD MEXICO

WHAT a market KROD-TV covers! El Paso and West Texas... 5th market in Texas! Southern New Mexico ...rich in agriculture and atomic development! Juarez, Mexico... tourist-rich, English-speaking largest Mexican city on the U.S. border (est. population 175,000.)

And what a coverage job KROD-TV does! From its mountain-top antenna, KROD-TV reaches a large, wealthy area much of which is covered by no other television station. Let your Branham man give you the story on the Southwest's booming 3 in 1 market.

KROD-TV
CHANNEL 4 • EL PASO, TEXAS
Affiliated with the CBS, ABC
and DuMont Television Networks

Affiliated with KROD-600kc—5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Co.

Network Plans Don't Count, FCC Broadcast Bureau Warns

WARNING that an applicant in a contested tv hearing cannot be awarded a preference because of its network proposals, even though they may be superior to those of their opponent, was sounded by the FCC's Broadcast Bureau last week.

The Broadcast Bureau's point of view was made in exceptions it filed in the Hartford ch. 3 case. There, WTIC Hartford was favored by the examiner in an initial decision over Hartford Telecasting Co. Exceptions also were filed by the two applicants. The Broadcast Bureau did not object to the initial decision's conclusions.

The Broadcast Bureau disagreed with the examiner's ruling that because WTIC planned to affiliate with NBC or CBS, whereas Hartford Telecasting planned affiliation with all four tv networks on a non-option basis, the Hartford broadcast station was to be preferred. The Hartford proposal was not realistic, the examiner said. The Broadcast Bureau declared:

"A realistic approach to this entire question must, of course, recognize the dynamic and fluid situation which exists with respect to network affiliations. In any specific case the availability of the programs of a particular network is a matter not precisely known at the time of hearing, but can only be determined when a construction permit has been issued."

Attention was called to the fact that both NBC and CBS have bought, subject to FCC approval, uhf stations in the Hartford area. NBC is buying WKNB-TV New Britain, and CBS, WGTH-TV Hartford.

FCC Approves Reopening Of Chattanooga Ch. 3 Case

REQUEST by WDOD Chattanooga to re-open the Chattanooga ch. 3 hearing to see if Ramon G. Patterson's radio and tv interests in that city are in conflict was approved by the FCC last week.

Mr. Patterson is president, director and 50% owner of Mountain City Tv Inc., holder of an examiner's initial decision favoring it for ch. 3 at Chattanooga. WDOD is a competing applicant for the same channel.

Mr. Patterson, former sole owner of WAPO-AM-FM Chattanooga, early this month sold 80% of the stations [B•T, July 11]. A condition of the sale was that Mr. Patterson would be retained as WAPO manager for two years and that neither he nor his wife will be dismissed prior to final action on the Mountain City tv case.

WDOD contended that Mr. Patterson's proposed interest and duties in tv will conflict with those at WAPO.

Mountain City charged that this is an incorrect interpretation, that Mr. Patterson's WAPO interests do not affect the tv proceeding.

The FCC stated that the issues raised could have a direct bearing on integration of ownership and management of Mountain City Tv.

Fee Question Changes Hands

THE SENATE Interstate & Foreign Commerce Committee last week agreed to turn over the question of a schedule of fees—recommended by the Budget Bureau for the FCC and other agencies—to the Senate Government Operations Committee for study.

A resolution to this effect will be introduced this week by Committee Chairman Warren G. Magnuson (D-Wash.) and Sen. John W. Bricker (R-Ohio), ranking minority member.

The FCC had planned to inaugurate the fees last year in accordance with Budget Bureau requests, but was asked by the Senate Commerce Committee to delay this action until July 1, 1955. The committee request came after committee hearings last year on a bill to provide for FCC imposition of fees for inspections, certificates, registrations, licenses, permits and applications issued by the FCC.

Other agencies also suspended fee plans last year.

FCC would have set up a basic charge of $325 for a license.

Sacramento Bcstrs. Lose Bid For Rehearing in Tv Case

ATTEMPT by Sacramento Broadcasters Inc., loser in the closely contested battle for ch. 3 at Sacramento, Calif., to have the FCC rehear the decision that favored KCRA Inc., was denied by the Commission last week.

Final grant of ch. 3 to KCRA was made last April [B•T, April 18].

In denying the move by Sacramento Broadcasters, wholly owned by Lincoln Dellar, former owner of KDB Santa Barbara, the FCC reviewed the comparative issues in the case. The sole significant difference between these almost evenly matched applicants is still in the past broadcast record, the FCC stated. KCRA's record, the FCC said, also is better with respect to implementation of stated policies.

KCRA-TV has set Sept. 1 as starting date. It will be affiliated with NBC and represented by Edward Petry & Co.

FCC Denies KOVR (TV) Bid To Become S. F. Station

BID of KOVR (TV) Stockton, Calif., to be designated a San Francisco station was denied by the FCC last week. KOVR had asked that its ch. 13 assignment be moved to San Francisco without changing its transmitter site.

KOVR said that San Francisco-Oakland represents about 69% of its audience, while the Stockton metropolitan area is only about 5.5%. The Stockton station said in the past eight months it lost $400,000 and that it must become a San Francisco station to compete effectively with stations there.

The Commission stated that at the time of the Sixth Report & Order ch. 13 was sought for San Francisco-Oakland but the request was denied because there was no basis to add another vhf to that area. San Francisco-Oakland has five vhf assignments, one an educational. Four of these are in operation and the fifth is in hearing status. FCC pointed out that KOVR is Stockton's only vhf.

WSLA-TV Hearing Continues

HEARING on application of ch. 8 WSLA-TV Selma, Ala., to move its transmitter site nearer Montgomery, Ala., and install a 1,993 ft. antenna continues this week with principal owner William E. Bonns Jr. under cross-examination.

Issues in the hearing involve questions of city "straddling," financial qualifications and air hazard. The proposed transmitter site is 50 miles from Selma and 23 miles out of Montgomery.

The move is being opposed by WCOV-TV and WSFA-TV, both Montgomery, and the Dept. of Defense, for the Air Force.

Bettendorf, Iowa
East Moline, Ill
Davenport, Iowa
Moline, Ill
Rock Island, Ill

The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Basic NBC Affiliate

WOC
5,000 W 1420 Kc

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

NARTB HIRES TWO, COMPLETES D. C. STAFF

Fred Garrigus, Boston public relations man, named to head organizational services. Robert Heald, Washington lawyer, becomes chief attorney.

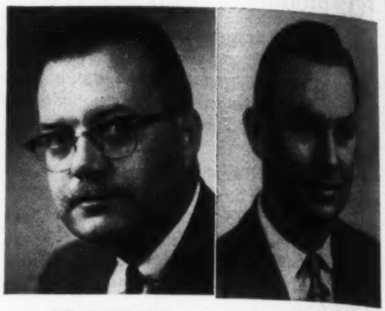
NARTB last week completed its headquarters staff with appointment of Frederick H. Garrigus, Boston public relations executive, to a new post, manager of organizational services [CLOSED CIRCUIT, July 18], and Robert L. Heald, of Welch, Mott & Morgan, as chief attorney.

Mr. Heald on Sept. 1 succeeds Vincent T. Wasilewski as chief attorney, the latter becoming government relations chief Aug. 10 following the appointment of Ralph W. Hardy as CBS Washington vice president. Before joining Welch, Mott & Morgan, Washington law firm, in 1947, Mr. Heald was law clerk to Chief Justice Groner of the U. S. Court of Appeals. He was an FBI agent from 1941 to 1946.

While serving with the law firm he also had assignments as consultant to the Joint Committee on Atomic Energy and assistant counsel to a Senate Foreign Relations Subcommittee. He is a member of the American Judicature Society, American Bar Assn. and D. C. Bar Assn.; chairman of the Junior Bar Section of the D. C. group 1952-53 and later chairman of the Practice Manual Committee. Currently he is chairman of the hearing examiners cooperation group of Federal Communications Bar Assn. Born in Sioux City, Iowa, he received his LL.B. degree from Georgetown Law School in 1947. He holds a political science M.A. from Western Reserve U. and A.B. from Miami U. He was elected to Phi Beta Kappa and was a member of Phi Delta Theta fraternity.

Mr. Garrigus, head of his own public relations firm in Boston, assumes his duties today (Monday). He will handle NARTB's liaison with private and governmental service organizations related to broadcasting. His 20 years experience in radio, tv and education include 16 years with CBS in Boston and New York. In Boston he served 13 years as announcer, writer and production executive of WEEI when NARTB President Harold E. Fellows headed the station. During World War II he was WEEI war program manager and later public affairs director. He set up the Boston College radio department and served as teacher and consultant for Boston U., Curry College and the Mass. Dept. of Education.

Moving to CBS New York in 1951 he served as writer, producer and director in the public affairs unit, aiding in the prize-winning *The Nation's Nightmare* as well as *Feature Project*. He also wrote and produced the 1954 CBS Radio series *Washington U.S.A.* He left CBS in 1954, becoming vice president of the Manning public relations firm of Boston and New York. He formed his own Boston firm early this year. He is the author of *What's the Answer?*, a collection of radio quiz questions, and numerous plays for school broadcasts.



MR. GARRIGUS MR. HEALD

Radio Brings in a Gusher

"I GAVE radio an inch and it brought me a million feet of drilling."

That's the description of his radio experience given by R. O. Heater, president of Heater Well Co., Raleigh, N. C. It is also the subject of a new four-page folder released last week by the Radio Advertising Bureau, New York.

The Heater Well Co., a radio advertiser for 13 years, spends 75% of its advertising budget in radio. The folder points out the role radio played in making Heater the largest well-driller in the southeast.

Margot Anderson Appointed AWRT Executive Secretary

APPOINTMENT of Margot Anderson, formerly head of the copy department, WSPA Spartanburg, S. C., as executive secretary of American Women in Radio & Television was announced last week by Jane Dalton, AWRT president, following a New York meeting of the board of directors. Plans also were drawn for a membership drive and the AWRT 1956 convention to be held in Boston.

Miss Anderson succeeds Betty Chapin, who has resigned. In attendance at the board session were Bette Doolittle, P. Ballantine & Sons, Newark, N. J.; Madge Cooper, WMRN Marion, Ohio; Hilda Ballestro, Evaporated Milk Assn., Chicago; Heloise Parker Broeg, WEEI Boston; Lillian Lang, BBC, New York, and Doris Corwith, NBC New York, former AWRT president and now an ex-officio member of the board.

Miss Dalton said that during the coming year AWRT anticipates a vastly increased membership. She announced the organization's plans for an intensive membership drive this fall under membership committee chairman Edythe Fern Melrose, WXYZ-AM-TV Detroit.

Advertising's Service Aims Outlined by Ad Federation

FOUR-POINT program of service to advertising has been outlined by Advertising Federation of America, New York, in a brochure which was sent last week to 115 advertising clubs affiliated with AFA. The goals recommended for 1955-56 are advertising education, public relations for advertising, higher standards for advertising and community service through advertising.

Plans for the program were drawn up by Mary Busch, Emery Adv. Co., Baltimore; Bert S. Gittins Agency, Milwaukee; Roy Bacus, commercial manager, WBAP-AM-FM-TV Ft. Worth, Tex.; Shields Johnson, general manager, Roanoke (Va.) Newspapers Inc., and governors of 10 districts of AFA.

AFA has suggested that its clubs continue to stress efforts to improve individual advertising skills by sponsoring clinics for the education of both members and non-members of local clubs. It also recommends better student training methods and more cooperation with college educators both on a national level and through the advertising clubs.

LAST
CALL FOR
COPY
TELECASTING
YEARBOOK & MARKETBOOK
GOES TO PRESS
AUGUST 1
Wire, or call collect
today to any
B•T
office

KFMB-TV, KFSD-TV BOOST TO 316 KW

POWER INCREASES for two San Diego tv stations, KFMB-TV and KFSD-TV, to the maximum 316 kw for vhf outlets went into effect last Wednesday with the installation of two new RCA 25 kw transmitters on Mt. Soledad there. The announcement was made jointly last week by George Whitney, general manager of Wrather-Alvarez Broadcasting Inc. (KFMB-TV), and William E. Goetze, KFSD Inc. general manager.

The installation of both transmitters was accompanied by construction of two 12-bay RCA super-turnstile antennas—type AH for KFMB-TV (ch. 8) and type BH for KFSD-TV (ch. 10). Total cost of the two installations was nearly $400,000.

The new transmitters will increase the effective radiated power of both stations about five times and will provide stronger, steadier signals in their service area, the managers said. It also will result in improved color transmission and reception, they said.

WOR Signs Five-Year Pact With Gambling at $1.1 Million

FIVE-YEAR contract for $1.1 million for the exclusive radio services of John B. Gambling, early-morning personality on WOR New York, was signed last week by Mr. Gambling and Gordon Gray, general manager of the station. The contract runs until Dec. 31, 1960 and will carry Mr. Gambling past his 35th year with the station.

Mr. Gambling broadcasts *Gambling's Musical Clock*, 7:15-8 a.m. EDT on WOR, Monday through Saturday; *Rambling with Gambling*, 6-7 a.m. Monday through Saturday; *Gambling's Second Breakfast*, Monday through Friday, 9:15-9:30 a.m., and *John B. Gambling Show*, Saturdays, 8:15-9 a.m.

JOHN B. GAMBLING (left) completes the five-year contract with WOR General Manager Gordon Gray.

Consolidated Tv Profit $1 Million in Six Months

CONSOLIDATED Television & Radio Broadcasters Inc., operating stations in Indiana and Michigan, showed a profit of $1,047,311 before federal taxes for the six months ended May 31, 1955, a report to stockholders showed last week. Net profit after taxes was $505,024. The figures compare with $1,606,320 before taxes in the comparable 1954 period, and $773,474 net.

The firm's report says profits were lower "primarily due to the entry of another tv channel into the Indianapolis market" and because of program cost additions following a change in networks. WFBM-TV Indianapolis shifted from basic CBS to supplementary ABC-TV and NBC-TV affiliations last June 3. WFBM-AM moved from basic CBS to supplementary ABC and MBS.

Consolidated is still seeking, through a subsidiary, to acquire a tv outlet in Flint, Mich., where it operates WFDF. Petition for hearing is before the U. S. Court of Appeals.

Last June 30 Consolidated sold WEOA Evansville, Ind., for $116,000 [B•T, June 27]. The stockholders report does not include the record of WTCN-AM-TV Minneapolis, acquired with WMIN-TV Minneapolis (sharing time) April 15 for $3.2 million [B•T, April 11], and operating results will not appear until the statement for the fiscal year ending next Nov. 30.

The report notes that advent of a second tv outlet in Indianapolis drew off some revenues from WFBM-TV but that the loss will be largely recovered as advertising budgets recognize the arrival of a second station in the market.

Consolidated also owns WOOD-AM-TV Grand Rapids, Mich.

John R. Kreiger Named To Manage KDUB Lubbock

MR. KREIGER

JOHN R. KREIGER, recently assistant manager of WQAN Scranton, Pa., has been named manager of KDUB Lubbock, Tex., by W. D. "Dub" Rogers Jr., president. Mr. Kreiger was cited while manager of WCDL Carbondale, Pa., for his joint community service series, *The People Act*. He served two years with the Northeastern Pennsylvania Industrial Development Commission. In Scranton Mr. Kreiger was active in community activities. He is a Mason and member of the Methodist Church. Mrs. Kreiger served on the board of the Pennsylvania Federated Women's Clubs. The Kreigers have four children.

Notre Dame's WNDU-TV Debuts Commercially July 15

WNDU-TV South Bend, Ind., began commercial operation on uhf ch. 46 July 15, carrying NBC-TV shows, and hopes to complete its own local live studio facilities by month's end.

Switch was thrown at 7 a.m. as the Notre Dame U. outlet picked up the network's *Today* feed. WNDU-TV plans to add news, weather, sports and other programs once it completes installation of studio facilities on the university campus and also to air film properties. The university's radio outlet, WHOT, changed its call letters to WNDU July 15.

WICC '55 Sales Boom

WICC Bridgeport, Conn., reported last week that the first six months gross sales of the station were the highest in its 28 years on the air, totalling 31.9% over the same period last year. Local gross amounted to 52.8% over 1954, local accounts were up 33% in number, and national spot sales were up 10% over the corresponding period, the station said. Network sales were reported to be down 35%.

it's a mighty fine feeling
— to be on top

Lubbock's steady, month by month growth is dramatically illustrated by Sales Management's high spot cities. It now shows Lubbock, Texas as 4th in the nation in retail sales on the City - National Index.

TV enjoys a particularly prominent place in this entertainment-hungry area and KDUB-TV & CBS dominate 83,472 sets as the first and favorite on the South Plains.

affiliated CBS Du Mont

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

WABD (TV) Color Plan Gets Response

MORE than 30 advertising agencies thus far have indicated willingness to accept an offer of free time on WABD (TV) New York color programs for use of their color commercials, B•T was told last week.

Ted Cott, general manager of DuMont's owned and operated stations, has sent out approximately 120 letters to agencies offering the use of the station facilities for color commercials so that agency and sponsor executives might see exactly how the commercials look on the air and how they could be integrated into regular programming. Emphasizing that no charge would be made for the service, and that it was being offered to encourage a wider, more regular use of color, Mr. Cott said time would be allocated on a rotation basis—first to WABD's current advertisers and then to new clients.

Agency responses were still being received, Mr. Cott said.

In addition, Mr. Cott plans to introduce a "station-break art gallery" where, through the use of slides, famous paintings will be shown in color for 60 seconds while an announcer discusses the exhibit of the day and its creator.

The station has taken its *Sunday Supplement* telecast (6-7 p.m. EDT Sunday) off the air temporarily in order to permit relocation and improvement of the station's color transmitting equipment.

Once the change is effected, the basic projection room will be able to transmit black-and-white as well as color with the same personnel. Color programs, Mr. Cott said, will be interjected with black-and-white shows. For example, when a film scheduled for a regular program such as *Looney Tunes, Featurama* or *Junior Featurama* is available in color, it will be telecast in color as well as in black-and-white.

Mr. Cott is also looking forward to an "all color" day or evening in the fall. He plans to assemble films from all WABD producers who have put their programs on color stock and show them during the regular schedule.

Tv to Put Itself to Acid Test In Covering Bar Assn. Meeting

TELEVISION will have its first chance to grace the sacred halls of an American Bar Assn. meeting the week of Aug. 21 when a telecast will originate from the ABA's Judiciary Section meeting in Philadelphia. ABA's famed Canon 35 opposes radio-tv pickups from courtrooms.

The three Philadelphia tv stations—WPTZ (TV), WCAU-TV and WFIL-TV—will offer pooled coverage, each picking the portions of the program they desire to put on the air. The pickup will be a demonstration of television's ability to cover proceedings in a meeting room or courtroom unobtrusively without use of theatrical lighting or noisy equipment.

A closed circuit telecast is planned of an open session of ABA's House of Delegates in the Bellevue-Stratford Ballroom, provided the group approves.

NARTB has been campaigning for years to obtain a hearing before ABA. Judge Justin Miller (former chairman of the board of NARTB) is a member of the House of Delegates. Last week Thad Brown, NARTB tv vice president, met with Philadelphia station executives to plan the ABA pickups.

Newspaper photography using silent cameras without flashlights will be demonstrated at the ABA meeting.

WILLIAM E. RINE (r), northern district vice president of Storer Broadcasting Co., congratulates Howard Meagle, promotion manager, WWVA Wheeling, W. Va., who won a new automobile for outstanding station promotion in a just completed Storer sales contest. Mr. Meagle also is an account executive with the station.

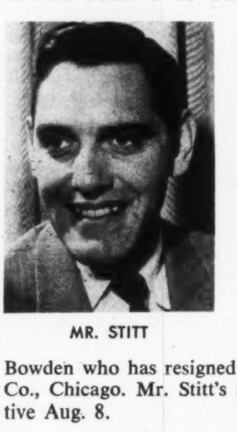
Berkman, Foster Assume WFPG Posts Left by Weber

JACK N. BERKMAN, board chairman of WFPG Atlantic City, N. J., has assumed the presidency of the station following the resignation of Fred Weber. Mr. Berkman simultaneously announced that Harry H. Foster has been promoted to general manager, another post that had been held by Mr. Weber.

Mr. Weber left the station to take charge of WHTN (TV) Huntington, W. Va.

Under the new WFPG setup, Mr. Foster will be responsible to John J. Laux, executive vice president of the station which is part of the Friendly Group operating WSTV-AM-TV Steubenville, Ohio, WPIT Pittsburgh and WBMS Boston.

Pearson Appoints Stitt



MR. STITT

APPOINTMENT of Calden P. (Bud) Stitt, John E. Pearson Co., Chicago, as vice president in charge of the Minneapolis office, was announced last week by John E. Pearson, president of the radio-tv station representative organization. Mr. Stitt's successor in the Chicago office has not yet been named.

In Minneapolis, he replaces James Bowden who has resigned to join John Blair & Co., Chicago. Mr. Stitt's appointment is effective Aug. 8.

on their way
to Sesac Subscribers

SESAC
TRANSCRIBED
LIBRARY

Series "R" RELIGIOUS

PERCY CRAWFORD'S
YOUNG PEOPLE'S CHURCH OF THE AIR
QUARTET
Ruth Crawford, Accompanist
Another Great SESAC Gospel Group

SESAC
"the best music in America"
475 Fifth Avenue New York 17

WWJ Local Billings Up 54.2%

LOCAL billings of WWJ-AM-FM Detroit increased 54.2% during the first six months of 1955, according to Robert J. McIntosh, sales manager. National spot billings were up 8.9% in the period, he said, crediting strong local and sustained sales effort for the upward trend. "The last six months of 1955 should be as strong or stronger than the first six months," he added. "This will be due to the fact that advertisers now know they can get excellent results on radio at a minimum cost. Advertisers must be sold with facts."

Files for Bankruptcy

PETITION for voluntary bankruptcy was filed in Topeka Federal court last week by KEDD Inc., permittee of ch. 16 KEDD (TV) Wichita. Stanley H. Durward Jr., president of the uhf station, listed his liabilities as $191,000 unsecured and $520,000 secured and partially secured. Assets were set at $551,000. Meanwhile, Ziv Television Programs Inc. filed suit last week in Sedgwick County court for $20,000, and Standard Rate & Data Service for $1,200. These are in addition to claims by MCA-Tv Ltd. for $5,200 and of Atlantic Tv Co. for $1,400 filed earlier [B•T, July 11].

Jingles Mean Jack for WNEW

WNEW New York is justifiably proud of its public service singing commercials that jingle-jangle-jingle to the tune of more than $1 million a year in gross billings—and this musical bonanza has not been fully tapped.

It was about five years ago that the sprightly independent station decided upon a course of edifying the public with informative jingles and making the adjacent time periods available for sponsorship. This move, according to a station spokesman, provided such a satisfactory source of revenue that this summer WNEW will expand its public service packages from five to seven.

In the past, the station's public service jingles centered around the broad categories of weather, baseball scores, traffic, time of day, and where to go. Jingles are spotted throughout the 24-hour broadcast day and adjacencies sold to national and local advertisers. This summer WNEW decided to add two new ones—"good taste" and "fact or fancy."

Richard D. Buckley, president and general manager of WNEW, is convinced that the success of public service commercials points up the strong points of radio: music and news. The public, he contends, tunes in to radio to hear music and to be informed. The jingles at WNEW, he added, combine music and information, spiced with a dash of imagination.

The "good taste" package already has been sold to Arnold's Bakeries and George Washington Coffee. Two advertisers currently are negotiating for sponsorship of the "fact or fancy" schedule, according to Mr. Buckley.

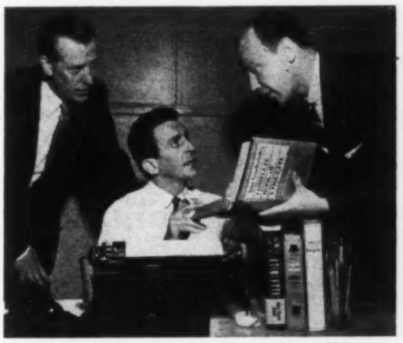
The new packages were created by John Grogran, program manager of WNEW. Copy for the public service jingles was written by Milton Robertson, station copy chief, and the music was composed by Roy Ross, musical director.

An example of the "good taste" commercials, which stress etiquette, is:

JINGLE:
If you're not sure of procedure
And with a dilemma you're faced
We offer a clue . . . that we think
is the cue
For solving the problem with good
. . . good taste
A matter of very good taste.
ANNOUNCER:
When a gentleman is escorting two ladies in public there is no set rule as to where he should walk . . . It's good taste for him to walk between the two . . . or on the outside . . . whichever he chooses to do.
JINGLE:
And now here's a cue
We have just for you
On a subject of very good taste.
ANNOUNCER:
(Gives commercial)
JINGLE:
It's a matter of very good taste!

The "fact or fancy" package, designed to debunk common misconceptions, has one routine as follows:

JINGLE:
There are absolutes and positives
And things without a doubt—
And there are many subjects
That we think we know about—
Now may we inquire—with the
greatest of tact—
Do you know the difference 'twixt
Fancy and Fact?
ANNOUNCER:
Is the belief that rain clears the air of impurities fancy or fact? . . . Though many people believe this is a fact, there is no evidence for it . . . Air free of dust or pollution doesn't exist in nature, and the effect of rain or snow on clearing air is negligible.
JINGLE:
You've heard this little patter
Now we add a bit of data
The point is that we have a fact
That we are such will matter.
ANNOUNCER:
(Commercial)
JINGLE:
A-a-a-n-n-d . . . that's not a fancy
—(Music two bars)
JINGLE:
It's a fact!



ANOTHER "good taste" jingle will come out of this huddle. L to r: Richard D. Buckley, WNEW president and general manager; Milton Robertson, copy chief, and John Grogan, program manager.

WE PAID

$135.00

for this space
to remind you
that by every
accepted method of
audience
measurement
WTRF-TV
is the
DOMINANT station
in the Wheeling-
Steubenville upper
Ohio River Market.

For complete details
call Hollingbery or
Wheeling 1177 and ask for
Bob Ferguson, VP & GM.

WTRF-TV

NBC-ABC
316,000 watts
Channel 7

WHEELING
WEST VIRGINIA

REPRESENTATIVE PEOPLE

John Hernandez, tv spot billing supervisor, CBS accounting dept., to CBS-TV Spot Sales, N. Y., as business manager.

Harry D. Jacobs, formerly salesman, Forjoe & Co., Chicago, and **George Dubinetz,** formerly sales executive, Bonnie Buick, Evanston, Ill., to NBC Radio Spot Sales, Chicago, as salesmen.

STATION PEOPLE

F. Parker Hoy, news director, WLAM Lewiston, Me., appointed station manager, succeeding **Elden H. Shute Jr.; Romeo E. Sansoucy,** assistant commercial manager, named commercial manager, succeeding **Gerald T. Higgins.** Messrs. Shute and Higgins resigned to apply for 250 w am station in Norway-South Paris, Me., area.

Bob Kane, KSAN-TV San Francisco, promoted to director, national sales dept.; **Harvey Asher,** sales staff, named retail sales manager.

Harry G. Fletcher, formerly representative, Carnation Co., L. A., appointed merchandising director KSL-AM-FM-TV Salt Lake City, succeeding **Ray Fritsch,** who has been named KSL-AM-FM account executive.

Sanford Semel, director, *Surprise,* WCPO-TV Cincinnati, resigned to go into tv production in N. Y.

Gene P. Loffler, formerly program director, KSO Des Moines, Iowa, is general manager, KAUS-KMMT (TV) Austin, Minn., succeeding Thomas J. Steensland, who has become diaconate, Christ Church, Austin [B•T, July 11].

NETWORK RADIO CONTINUES TO IMPROVE WITH ADDED SALES, MORE TECHNIQUES

NBC's 'Monitor' shows gain, while network's latest sale to Brown & Williamson will gross over $1 million. CBS Radio releases 'New Patterns,' citing added flexibility of radio.

THE RENEWED SPARK in network radio, that has fired an enthusiasm throughout the industry [B•T, July 18], received additional fuel last week.

- NBC Radio, it was claimed, has realized a net gain of four hours and 39 minutes per week this July over June (commercial hours). The network also estimates it is ahead of its July 1954 total by nearly nine sponsored hours.
- CBS Radio released a presentation called "New Patterns." This report on network radio, and on CBS Radio in particular, concentrated on what the network described as the new flexibility and adaptability of the medium. It contains examples of CBS Radio's "selection facilities plan" and its "shared sponsorship plan" both tailored to meet sales and merchandising needs of all types of advertisers.
- Disclosure was made that NBC Radio's earlier announced sale to Brown & Williamson Tobacco Corp. (Viceroy & Kools), through Ted Bates & Co., for five-minute evening news segments (varied times, Mon.-Fri.) for 52 weeks, would exceed more than $1 million in gross billings.

In addition to these buys, the tobacco company's contract, effective last Monday, includes a participation Tuesday on *Fibber McGee & Molly* series (10-10:15 p.m. EDT).

NBC Radio, it was learned, is claiming a total of 35:29 commercial hours weekly, as figured on the basis of July 4-10. Also on this basis, NBC Radio was programming only 26:35 sponsored hours weekly in July 1954 as contrasted to more than 40 hours of commercial time weekly both in July 1953 and 1952.

The first week of January this year, NBC Radio estimated it had only 29 hours and 40 minutes of commercial time and about 23 additional minutes weekly by April.

The significant exception to an unusually heavy seasonable slump in network radio this summer, according to NBC Radio is its weekend *Monitor,* which it estimated, contributed during the first week of July an impressive total of 11 hours and 59 minutes of sponsored time, or 93.4% of its maximum potential (said to be 12 hours and 50 minutes per week of network time).

It is estimated that on the July 16-17 weekend *Monitor* had business totaling 12 hours and 31 minutes, hitting a 97.5% of maximum potential. It also was estimated that for the week of July 11-17, NBC Radio had a total of 36 hours and one minute of programming. For the July 18-24 week, the estimated figure was placed at 36 hours and 23 minutes, and for the July 23-24 weekend, 12 hours and 28 minutes.

CBS Radio, which also has been fighting the July slump, nevertheless, reported its business down only 13.5% from last July. It reported an estimated 37 hours and 45 minutes of commercial time for a typical week this month. Its outlook for the fall season: Good to very good.

Program Innovations

A substantial part of the CBS Radio optimism was based on its new patterns of programming. As expressed in its booklet, prepared by the sales promotion and advertising department, the network now offers sponsors shared billing of programs featuring box office names; a strip programming concept that has known programs and names in fixed time periods during the week with advertisers permitted to buy pieces of programs at various hours during the week and which guarantee "cumulative audiences."

As specifically laid down in its presentation, CBS noted that in its daytime programming, the schedule offers a block of serial dramas plus *Arthur Godfrey Time* and personality-variety shows. The Sunday block includes music and news programs, while its nighttime shows, according to the presentation, is built around names, strip programming and music.

The CBS Radio booklet, which was being distributed last week to network account executives and sales personnel for showing to agencies and advertisers, chronicles facts on the general health of radio.

Among the analyses: Some 96% of all U. S. homes are radio-equipped and in a course of a week more than 90% of the families with radios use their sets for a total of 728 million in-home family hours of listening.

Present total of sets has increased from 57.7 million in 1946 to 132.4 million in 1955. In addition, the booklet points out, auto listening adds 16% for an overall weekly total of 844 million family listening hours.

new call letters **August 1st**

KFVD GOES K•POP

GOES

GOES

K•POP
Los Angeles

The POPular station

K•POP
still 1020 on the dial
5,000 watts serving 5,000,000 people

Represented Nationally by Broadcast Time Sales • New York • Chicago • San Francisco

ALDO DeDOMINICIS (left), general manager of WNHC-TV New Haven, signs that station's ABC affiliation contract with Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC.

MEIGHAN TO HEAD CBS-TV IN WEST

APPOINTMENT of Howard S. Meighan to a newly-created post of vice president of CBS-TV in charge of its western division was announced last week by J. L. Van Volkenburg, president of CBS-TV.

MR. MEIGHAN

Mr. Meighan, who has been a vice president of CBS since 1946, joined the network in 1934, and has been a sales and administrative executive. Two years after his appointment as a vice president, he was made a general executive of CBS. From 1949-51, he was the chief executive for the network in Hollywood, and from 1951-52 he served as the first president of CBS Radio. Since 1952, he had been a vice president and general executive of CBS Inc.

Mr. Meighan is chairman of the television subcommittee of the Broadcast Advisory Committee of the U. S. Information Agency.

NBC-TV Names Hazelhoff

APPOINTMENT of Erik Hazelhoff to the newly-created position of manager of NBC-TV's participating programs, was announced last week by Mort Werner, director of participating programs for NBC. Mr. Hazelhoff was formerly manager of NBC's Telesales Dept. He will be replaced by Peter J. Smith, a writer-producer in the department.

Mr. Hazelhoff has been with NBC since 1952 serving successively as production coordinator of the tv network, member of the feature staff of *Today*, member of the night news staff of *Today* and salesman for NBC-TV before he organized the network's Telesales Dept. last January.

DuMont Further Consolidates

ALLEN B. DUMONT Labs' Broadcast Div. was to move executive and sales offices to the DuMont Telecenter at 205 E 67th St., New York, over the weekend, thereby consolidating all activities at that location. The telephone number at the Telecenter is Lehigh 5-1000.

WNHC-TV SIGNS AS ABC OUTLET

WNHC-TV New Haven, Conn., whose affiliation contract with NBC is being cancelled effective Oct. 1 [CLOSED CIRCUIT, July 4], signed Friday with ABC-TV as a primary affiliate. Announcement was by Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, who called the pact "a significant development in the growth and expansion" of ABC-TV.

NBC is the prospective purchaser of uhf WKNB-AM-TV New Britain, Conn., for more than $600,000. That proposal has been designated for hearing by the FCC following an economic protest by WNHC-TV, which operates on ch. 8. NBC also has served notice that it will cancel its affiliation with WNHC-AM on Dec. 1.

WNHC-TV is owned and operated by the Elm City Broadcasting Co. Aldo DeDominicis is general manager and secretary-treasurer. While the station will be a primary ABC-TV affiliate, it also carries CBS-TV programs.

Although WNHC-TV has filed the economic protest, both NBC and the present owners of WKNB-AM-TV have opposed this petition and that of WATR-TV Waterbury, Conn. (ch. 53), which seeks enlargement of the issues.

CBS-TV Appoints Hansen To New Coordinating Post

CARROLL HANSEN, director of news and public affairs, KCBS San Francisco, CBS o&o station there, has been appointed to the newly-created position of coordinator of news and sports for CBS Radio, it was announced last week by Arthur Hull Hayes, network president. Mr. Hansen will headquarter in New York.

MR. HANSEN

In the new post, Mr. Hansen will serve as liaison between CBS Radio and CBS news and public affairs which functions as a unit of CBS Inc. The assignment, however, does not affect the present integrated operation of news, public affairs and sports, under the supervision of Sig Mickelson, vice president in charge of news and public affairs for CBS, Mr. Hayes said.

MBS Lines Up Golf Events

MBS will cover the three major golf tournaments to be played at the Tam O'Shanter Country Club in August. The $25,000 All-American will be broadcast on Aug. 6 (7:30-8 p.m. EDT) and Aug. 7 (8-8:30 p.m. EDT); the $25,000 International on Aug. 10 (6:30-6:45 p.m. EDT) and the $100,000 World Championship on Aug. 13 (7:30-8 p.m. EDT) and Aug. 14 (8-8:30 p.m. EDT).

Two More Join CBS-TV

AFFILIATION of KSLA (TV) Shreveport, La., and KIVA (TV) Yuma, Ariz., with CBS-TV was announced last week. KSLA, operated by Interim Television Corp., joins July 31 as a primary affiliate in the basic optional group. KIVA, operated by the Valley Telecasting Co., was affiliated early this month under the Extended Market Plan.

"BEFORE-TV" RATINGS
when you buy
K-NUZ
Radio Ranch, in Houston

MORNING
"Laura Lee's Ranch"
9:45 to 10:00 A.M.
3.3 IN HOME
.7 OUT OF HOME
4.0 Total Pulse*

AFTERNOON
"Bill's Bandwagon"
4:30 to 4:45 P.M.
4.0 IN HOME
.8 OUT OF HOME
4.8 Total Pulse*

NIGHT
"Houston Hoedown"
8:45 to 9:00 P.M.
2.8 IN HOME
.6 OUT OF HOME
3.4 Total Pulse*

GET THE WHOLE PICTURE.... COUNT ALL THE LISTENERS!

K-NUZ is No. 1
in OUT OF HOME PULSE
12 noon to 6 P.M. -- Mon. thru Fri.
Tied for No. 2 mornings

* PULSE RATINGS
OUT OF HOME—Jan. '55
IN HOME — Jan.-Feb. '55
First in Houston
K-NUZ
NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

K-NUZ Carries
Houston's Top
Local Accounts

ABC BUSINESS CONTINUES TO FLOURISH

Goldenson releases second quarter AB-PT report, showing improvement over same period in 1954. Corporation also expects its broadcast properties to show increase during the current summer quarter.

ABC's third quarter can be expected to be "considerably better" than last year, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., predicted Wednesday in a second quarterly report to stockholders.

Mr. Goldenson said that in the second quarter, ABC (a division of AB-PT) "continued to operate at a profitable level, showing a marked improvement over 1954. While there is a seasonable downturn in television business in the third quarter since many of the leading television network shows discontinue during the summer months, we expect that ABC's third quarter this year will be considerably better than it was last year."

The AB-PT head, in reporting that the estimated net operating profit for AB-PT's second quarter was double the earnings for the same quarter last year, said of ABC-TV, that in the fall season, "the sales already made of new tv programs and renewals of shows now on the network are indicative of increased advertiser acceptance and the continued growth of ABC as a major network."

Fall Production Plans

He noted that one of the new fall tv shows will be produced by Metro-Goldwyn-Mayer, third major motion picture company to associate with ABC-TV programming. (Other two: Walt Disney and Warner Bros.).

AB-PT's estimated net operating profit for the second quarter of 1955 was put at $1,438,000 or 32 cents per share common on 4,119,542 common shares outstanding. This, Mr. Goldenson reported, compared to $715,000 or 14 cents per share common on 3,967,496 common shares outstanding for the same quarter last year.

For the six months of 1955, estimated net operating profit of $3,355,000 (or 77 cents per share on common) compared with $1,754,000 or 37 cents per share on common for the corresponding period last year, Mr. Goldenson said.

Theatre earnings of AB-PT also were ahead for the first six months, he said, noting that this business was off slightly in the seasonally weak second quarter and that the third quarter looked promising.

Mr. Goldenson said that Am-Par Record Corp., AB-PT's new subsidiary organized last month to engage in the phonograph record business, would enter the market within six months. He also took note of the Disneyland amusement park which opened July 17. AB-PT has an approximate 35% interest in the park.

'See It Now' to Expand Into More Flexible Format

ALTHOUGH no sponsor has yet been announced for *See It Now*, weekly series produced on CBS-TV by Edward R. Murrow and Fred W. Friendly, plans to expand it were revealed last week by J. L. Van Volkenburg, CBS-TV president. This fall, the series will be lengthened from its half-hour format to one hour or hour-and-a-half programs presented at peak evening times on a flexible schedule.

Since *See It Now* was inaugurated in 1951 it was telecast under the sponsorship of Aluminum Co. of America. Alcoa did not renew sponsorship for the coming season [B•T, May 16]. Mr. Van Volkenburg announced that the time expansion had been decided upon so that Messrs. Murrow and Friendly "might have more ample scope to treat subjects in greater detail and depth."

Plans for the forthcoming series, which returns to CBS-TV in October, include profiles of New York City and Paris, a report on Africa, and a study of the nation's educational problems.

In addition to the major reports, *See It Now* also will present special half-hour reports on news subjects of current interest, Mr. Van Volkenburg said.

CBS Radio Plans Two-Week Series on Atom Use in Peace

PEACEFUL use of the atom will be the topic of a special "saturation schedule" of programs planned by CBS Radio for broadcast during a two-week period starting Aug. 8, Arthur Hull Hayes, network president, announced last week. Purpose of the series, to be aired while the United Nations' conference at Geneva, Aug. 8-20 on the atom and its peaceful applications, is in session, is to give listeners information on the importance and meaning of the new horizons in atomic research, Mr. Hayes said.

The broadcasts, entitled *Age of the Atom*, will be heard Aug. 8 through Aug. 12, and Aug. 15 through Aug. 19, 10:05-10:30 p.m. EDT. Mr. Hayes announced that three of these periods will be comprehensive documentary reports produced for CBS public affairs by Ralph Backlund, on the past, present and future of peaceful development of atomic energy.

On the other programs, the 10:05-10:15 p.m. period will be used for news reports from Geneva and interviews with leading scientists at the conference. The 10:15-10:30 segments on these same nights will center on talks and discussions by leading scientists abroad and in the U. S. These programs will be under the direction of Helen J. Sioussat, CBS director of talks.

Overall series was conceived by Irving Gitlin, CBS director of public affairs, and will be supervised by John F. Day, network's director of news.

CBS-TV Slates Five Eastern College Grid Tilts in Fall

SCHEDULE of five eastern collegiate football games to be telecast by CBS-TV in the fall was announced Friday. The games round out the network's plans for regional telecasting disclosed in May by Sig Mickelson, CBS vice president in charge of news and public affairs [B•T, May 23]. At that time, Mr. Mickelson had outlined Big Ten and Pacifiic Coast Conference coverage plans.

The top eastern games will be telecast on Sept. 24 (Boston U. vs. Penn State at University Park, Pa.); Oct. 8 (Holy Cross vs. Colgate at Hamilton, N. Y.); Oct. 22 (Harvard vs. Dartmouth at Hanover, N. H.); Nov. 5 (Syracuse vs. Penn State at University Park, Pa.), and Nov. 12 (Brown vs. Harvard at Cambridge, Mass.).

These dates, Mr. Mickelson said, were specified by the National Collegiate Athletic Assn. for regional telecasting. The contests will be seen in the New England states, New York, Pennsylvania, New Jersey, Delaware and West Virginia.

Added Color Slate Prompts NBC-TV Facility Revision

NBC-TV's studio renovaters have been busy preparing for upcoming color tv programming. The network last week noted that its *Howdy Doody* show will be telecast in color, beginning Sept. 12. The show (Mon.-Fri., 5:30-6 p.m. EST) will originate from a new color studio (3K) in New York which accommodates three times as much scenery as is found in the average studio of the same size and with many devices and built-in background to permit flexible programming.

At the same time, NBC-TV has installed permanent color equipment at the 67th St., New York, studio where *Home* (Mon.-Fri., 11 a.m.-noon) originates. The job was completed in time for the scheduling of a full week (Aug. 1) of daily, 15-minute (11:45-noon) specialty segments to be telecast in color on the show. Only a fortnight ago, NBC-TV had announced plans for a regularly scheduled afternoon drama series in color, *Matinee*, Mon.-Fri., 3-4 p.m. EST, beginning Oct. 3.

Ace to Write Como Show

GOODMAN ACE, radio-tv writer and star of the pioneer radio serial *Easy Aces*, has been signed as chief writer for NBC-TV's hour-long Saturday night telecast, the *Perry Como Show*, due to begin in September [CLOSED CIRCUIT, July 18]. Mr. Ace's signing was announced last week by Thomas A. McAvity, vice president in charge of the television network for NBC.

Among Mr. Ace's most recent writing assignments were the *Big Show* starring Tallulah Bankhead on NBC Radio and *The Buick-Berle Show* on NBC-TV.

Bill Pierce
IS YOUR
BEST BUY
IN THE
SCRANTON
MARKET!

"TOPS" In AUDIENCE!
(PULSE)

"TOPS" In SALES RESULTS!
(Ask Any Local, Regional or National Advertiser)

for Details See MEEKER

"TOPS" In POPULARITY!
(PUBLICATION RESEARCH SERVICE)

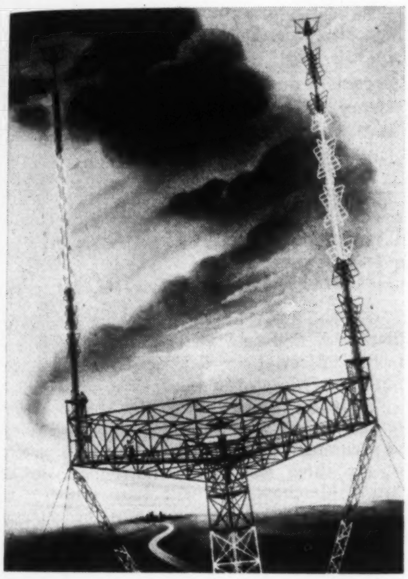
WEJL
The Scranton Times
SCRANTON, PENNA.

RCA Candelabra Antenna Readied in Texas

Twin antennas of WFAA-TV and KRLD-TV will go atop single tower being constructed near Dallas. Dresser-Ideco is installing the tower antenna.

AN UNUSUAL pattern to appear soon in the Dallas-Fort Worth area is certain to become a new Texas landmark. It is the unique "two-in-one" antenna built by RCA to permit WFAA-TV and KRLD-TV Dallas to share antenna site and tower while achieving the maximum height allowable under aeronautical regulations.

The "candelabra" antenna "represents a radical aproach to tv antenna design," according to A. R. Hopkins, manager of the Broadcast Equipment, Marketing, Engineering Products Division of RCA, who announced delivery in Dallas of the new antenna.



RCA developed the antenna for the Texas stations to meet special needs arriving from the stations' relocating transmitter sites and increasing power in order that primary coverage could be delivered to both the Fort Worth and Dallas areas.

The RCA antenna, dubbed "candelabra" because of its resemblance to a double-candle holder, actually has two separate antennas, of a different type for each of the stations, and mounted 75 feet apart on a triangular platform atop the antenna tower.

The antenna is scheduled to be completed early next month. It will rise 1,521 feet, which, according to RCA, will make it the second tallest man-made structure in the world, exceeded in height only by the RCA-installed tower of KWTV (TV) Oklahoma City that measures 1,572 feet from tower base to antenna tip.

The antenna tower is now being constructed by Dresser-Ideco Co. It passed the 1,200-ft. mark last week and when completed will rise 1,438 feet. A feature of the installation will be an elevator for carrying personnel up the tower. Technicians will be able to walk from the elevator to the base of each antenna.

Mr. Hopkins said that RCA built a model of the antenna on a scale of 8-to-1 to determine the feasibility of twin antennas operating so close together. The model, used in the testing, solved various problems of the new design and established 75-feet spacing as necessary to eliminate interference, he said.

Haffa Steps In for Owen As Webster-Chicago Head

TITUS HAFFA, Chicago industrialist who recently acquired a substantial block of stock in Webster-Chicago Corp. [B•T, June 27], has replaced Norman C. Owen as president of the electronics firm, it was announced last week. Mr. Owen reportedly quit over a disagreement in policy.

Earlier, at a meeting of firm's distributors in Chicago's Morrison Hotel, Mr. Owen reported record sales the first six months of 1955 for the manufacture of phonographs, tape recorders and record changers, and predicted greater gains the last half. Webcor plans to sell 1.2 million phonographs this year.

It was pointed out by H. R. Letzter, vice president and general manager, that some 29 million phonographs now in use represent only 37% saturation of the American market, compared to 98% for radio sets, 74% for tv, 92% in refrigerators and 81% in electric washers.

'Cautious' Plan for Color Announced by Hallicrafters

HALLICRAFTERS Co., Chicago, is planning a "cautious, limited production" of color tv receivers this fall in anticipation of an equally limited market and with the conviction that color tv was a "premature baby" now just starting to grow.

These remarks emerged as the highlights of a talk made July 16 by Raymond W. Durst, president of the company, at a regional sales meeting in Chicago. Simultaneously, Hallicrafters announced introduction of a 17-inch table model tv receiver under $100 and a remote control device for tuning.

Lacking on the firm's model list was a price for its uhf-vhf 21-inch console color set with RCA type tube. Last May William J. Halligan, Hallicrafters board chairman, predicted a $695 color receiver "soon" [B•T, May 9]. The company is producing a limited quantity of receivers for fall but declines to reveal a price.

Atomic-Powered

RADIO-TV literally crossed paths last week with the atomic age at West Milton, N. Y., where dedication ceremonies were held marking the opening of a General Electric plant there. The GE plant generates electricity from atomic power for commercial distribution. Tv's union with the atom occurred when a location unit of George Blake Enterprises Inc., New York, plugged its cameras into the atomic circuit and shot film footage of the event for showing on the *General Electric Theatre*, yesterday (Sunday) on CBS-TV. It reportedly is the first time tv cameras have been nuclear powered. On the radio side, GE's WGY Schenectady used electricity generated from atomic energy to relay a program to its transmitter.

GE NOW PRODUCING IMAGE ORTHICONS

GENERAL ELECTRIC has entered factory production of the image orthicon camera tube for the first time, it was revealed by J. M. Lang, general manager of GE's Tube Dept., last week.

GE and RCA are the only manufacturers in the U. S. making the tubes. GE had set up a project to study the production of the tube about a year ago. Production schedules, according to Mr. Lang, call for shipments of the tubes this fall.

To accommodate the new production at the Schenectady plant, GE has installed air-conditioned and air-filtered manufacturing space in the power tube sub-department.

Lewis Takes RCA Market Post

APPOINTMENT of Morris S. Lewis, manager, sales administration, RCA Tube Division, as manager of market planning and analysis, was announced last week by Lee F. Holleran, general marketing manager of the RCA division. In his new post, Mr. Lewis will coordinate the planning and development of marketing, distribution and sales policies of the division including tubes, batteries, electronic components, service parts, test equipment and related items.

L. B. Wilson INCORPORATED
WCKY
CINCINNATI O.

741 For 1
Not audience; not ratings—
But DOLLAR SALES
$$$
$382,000 in new home sales
from $516 spent in
Just One Week on
WCKY
Add to YOUR Sales and Profits
with PROFITable Advertising on WCKY

LAST CALL FOR COPY

TELECASTING YEARBOOK & MARKETBOOK

GOES TO PRESS AUGUST 1

Wire, or call collect today to any B•T office

Freak Propagations Harnessed by MIT

Scientists discover new means to send radio waves long distances, send voice signals in uhf 385 miles.

IT USED to be called freak propagation, but now the scientists have learned how to use the scattering effect in uhf and vhf transmissions to establish long distance communications.

Last week, scientists at Massachusetts Institute of Technology announced they have discovered new methods of sending radio waves over long distances.

Earlier, Bell Telephone System reported in full-page ads in news and business magazines that "There's Something New on the Telephone Horizon." This referred to long distance uhf transmissions.

Until recently, the MIT announcement said, it was believed that there were only three means of transmitting radio waves over long disances. These were (1) ground wave for low frequencies, (2) skywave for medium frequencies and (3) line-of-sight transmission via relays for vhf and uhf bands.

Through the use of high powered (10 kw) beamed transmitters and large (60-ft.) parabola receiving antennas, it has been determined that sufficient signal can be "scooped" up from erratic, low-level vhf and uhf signals to be useful in some instances at long distance. This enlarges the spectrum for long distance communications, it was explained.

The MIT report mentioned that voice signals in the uhf band have been transmitted reliably over 385 miles, and teletype signals in the vhf band sent reliably 1,100 miles (between Cedar Rapids, Iowa, and South Dartmouth, Mass.).

The first application of the new systems, MIT officials said, will be in the continental defense system of the United States and Canada. The MIT project is financed by the U. S. Air Force.

The AT&T project involves the use of uhf frequencies to transmit telephone and tv signals from southern Florida across the Straits of Florida to Cuba [B•T, Dec. 20, 1954]. The FCC granted this over-water facility contingent on the promise that there would be no interference to tv stations in southern Florida.

Edward W. Allen Jr., FCC chief engineer, said that the Commission was familiar with these findings when it set the separation factors for tv stations in 1952. He also pointed out that the level of such signals at a substantial distance from a transmitter is so low that they were not factors in causing interference between tv stations—either vhf or uhf.

DuMont Reports Sales Drop For 24-Week Period in '55

DROP in sales for a 24-week period, ending June 19, was reported last week by Allen B. DuMont Labs. The 1955 figure was $29,741,000 compared with $41,590,000 for the same period in 1954. DuMont pointed out that the 1954 sales figure included sales made by WDTV (TV) Pittsburgh but the 1955 sales figures include WDTV (TV) sales for only 10 days in January. WDTV (TV) was sold to Westinghouse Broadcasting Co. for $9.75 million in January. [B•T, Jan. 10].

For the first 24 weeks of this year, DuMont recorded a loss of $1,249,000 as against a net profit after taxes of $479,000 for the same period in 1954.

WTVD (TV) Durham, N. C., and DuMont make final arrangements for the station's order of 50 kw transmitter final amplifiers to convert its DuMont 5 kw transmitter to high power. Harmon L. Duncan (seated), president and general manager of WTVD, Henry Cronin (l) WTVD chief engineer, and Louis C. Radford Jr., representing DuMont, approve the transaction.

Electronic Strides Shown at Chi. Show

THE NATION'S music merchants received a first-hand, first-time view of the newest electronic devices at the 1955 Music-Orama Trade Show in Chicago last week.

Products included transistor radios, color tv sets and a wide range of high fidelity sets and components, as well as band instruments at the show held by the National Assn. of Music Merchants in the Palmer House.

A highlight of the show was the entrance of Bell & Howell (cameras) into the field of high fidelity with six radio-phonograph recorder units ranging from $500 to $2,000. The instruments were described by Charles H. Percy, B & H president, as deriving from a new concept in design and engineering.

A rich future was foreseen for color tv, too, along with hi-fi, as exemplified in the comments by Frank Freimann, president of Magnavox Co., Fort Wayne, Ind. Andrea Radio Corp. took the occasion to introduce its new 21-inch color set with RCA-type round metal tube, as did Magnavox.

Mr. Freimann, who appeared on a tv-radio-merchandising panel Wednesday, predicted that the tv industry is reaching "a new phase—launching of color television sets on a practical basis" looking toward mass sales later.

Music merchants were warned by a management consultant-accountant, H. R. Scully of E. H. Scully Co., New York, to think carefully about "money spent for newspaper advertising as well as radio and television." He scored lack of research among the media as to the pulling power of each.

Among new developments at the show . . .

- General Electric's complete line of 41 tv receivers, 18 of them new, the latter ranging in price from $129.95 to $319.95. GE showed a clock tv "wake up" set with a 14-inch screen, and a radar-like development promising a larger antenna area made possible by rendering the cabinet an integral part of the antenna system.
- Granco Products Inc.'s new hi-fi phonographs and fm-am radio combinations.

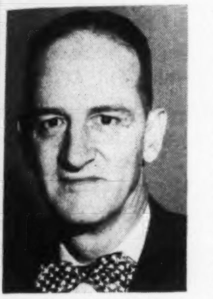
Motorola Cuts Color Prices, Introduces New Product Line

MOTOROLA Inc., which claimed to be the first manufacturer to unveil a large-screen color set in 1954, moved further last week in its bid to crash the color market in 1955.

The Chicago electronics firm announced an across-the-board slash on three color models it introduced a year ago, setting prices at $695 for a consolette and $795 for a full console, down from $895 and $995. The models (all vhf) represent Motorola's 1956 color line and incorporate the CBS-Hytron 205 tube in a 19-inch set. There was no indication how many units it expects to produce for the fall market.

Announcement of new lists for color and of other product lines was made before more than 1,000 distributors and salesmen at the company's annual sales convention in Chicago.

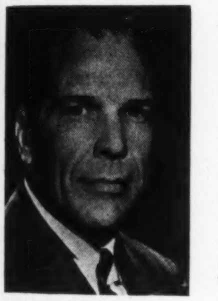
Altec Promotes Seeley


MR. SEELEY

APPOINTMENT of E. S. Seeley, chief engineer, Altec Service Corp., N. Y., as director of engineering, Altec Lansing Corp., Beverly Hills, Calif., was announced last week. The assignment is effective Aug. 15. In 1929, Mr. Seeley joined Electrical Research Products Inc., predecessor of Altec Service Corp., as a field engineer.

He was named a development engineer in 1937 when Altec Service was formed, and rose to the post of chief engineer in 1946. Between 1944 and 1946, he was on leave of absence to work on wartime projects at Bell Labs.

MANUFACTURING PEOPLE


MR. HOWLAND

John R. Howland, formerly in charge of product research and commercial sales, electronic div., Stewart-Warner Corp., Chicago, appointed general sales manager, Dage Tv Div., Thompson Products Inc., Michigan City, Ind.; **Larry H. Kline,** formerly general sales and merchandising manager, Ward Products Corp. (tv accessories), Cleveland, named commercial product sales manager, electronics div., Thompson Products, Cleveland.

Reuben E. Carlson, high fidelity equipment coordinator, Fairchild Recording Equipment Co., Whitestone, N. Y., promoted to high fidelity div. manager; **Robert G. Bach,** assistant sales and advertising manager, appointed promotion and distribution manager.

C. R. Bower appointed southwest district manager, Emerson Radio & Phonograph Corp., N. Y., headquartering in Denver.

Paul J. Weber, Washington office manager, Ampex Corp. (magnetic tape equipment), Redwood City, Calif., named eastern regional sales manager, instrumentation div., remaining in Washington; **Jules Joslow,** field engineering representative, named Washington office manager of instrumentation div.

International Ad Session Starts Thursday in Zurich

ADVERTISING men from 35 countries will be represented at the International Advertising Conference scheduled July 28-30 at Zurich, Switzerland.

Paul R. Kruming, a director of the International Advertising Assn., left New York the weekend of July 16 for Zurich, accompanied by Jere Patterson, president of the IAA and chairman of the Zurich meeting. Before proceeding to Zurich, Mr. Kruming will confer with business leaders in various European countries.

The conference will deal with case histories of international advertising as carried on by leading companies, new research steps in developing world markets, the best use of advertising agencies to build world sales, and other means of stimulating world business through advertising and related techniques.

CBC's Rene Morin Dies

RENE MORIN, 71, vice chairman of the board of governors of the Canadian Broadcasting Corp., died on July 16 at Montreal, following a heart attack. A former mayor of St. Hyacinthe, Que., he was a financier, vice president and general manager of the General Trust Co. of Canada, Montreal, and had been on the CBC board of governors for more than a decade.

INTERNATIONAL SHORTS

KSAR Okinawa has appointed Pan American Broadcasting Co., N. Y., as representative. Station is only commercial radio outlet serving Ryukyu Islands with estimated 750,000 population.

CKVL Verdun, Que., has announced cuts in nighttime rates in both French and English commercials, effective Sept. 1, and increase in daytime rates between 6 a.m. and 8 p.m. CKVL operates in English mainly between 11:15 p.m. and 5:30 a.m. and rates for this time will not change.

INTERNATIONAL PEOPLE

Maurice J. Latour, in charge of radio-tv advertising, Molson's Brewery Ltd., Montreal, to National Broadcast Sales (station representative), Montreal, as national sales executive.

E. J. Farthing, director, Assn. of Canada Advertisers and a member of its tv-radio committee, to Canadian Westinghouse Co. Ltd., Hamilton, Ont., as advertising manager, consumer products div.

David Hilbermann, founder of United Productions of America, Burbank, Calif., to Pearl & Dean Productions Ltd., London, as animation and cartoon subjects adviser, organizing P&D's designer and animator staff.

1.4 Million Canada Tv Sets

TOTAL NUMBER of television sets in use in Canada, according to tabulation of All-Canada Television, at end of May was 1,427,989. This was based on latest sales figures from the Radio-Electronics-Television Manufacturers Assn. of Canada and previous compilations. Of this total 744,429 sets are in Ontario province, 413,055 in Quebec province, 112,793 in the three prairie provinces, 105,661 in British Columbia, and 52,051 are in the four Atlantic Coast provinces.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

IN DETROIT *You Sell More on* CHANNEL 4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

KMTV (TV)'S 'FOCUS'

FACTBOOK detailing comprehensive information on all departments involved in the advertising process at KMTV (TV) Omaha, Neb., is being distributed by the station. The booklet, "Focus," includes such information as department deadlines, contracts, art and film specifications and available equipment at the station. Intended for use primarily by advertisers, agencies and program participants, the nine-page handbook is "designed as an additional aid to quality production" and is published in looseleaf form to allow for updating by KMTV whenever necessary.

'CJOC AND PEOPLE'

CJOC Lethbridge, Alta., has distributed a brochure, "CJOC and People," to national accounts, timebuyers, account executives and representatives. The people are the people of Lethbridge, "who have money to spend . . . who will buy your product . . . who listen to radio . . . who hear CJOC programs." Complete with large illustrations, the booklet also diagrams the station's layout and the layout of the surrounding area pertaining to goods production. CJOC also has distributed another promotion piece calling attention to its July 8 power increase from 5 kw to 10 kw.

MATCHES FROM WTTV (TV)

BOOK MATCHES in a box shaped like a tv set have been sent to advertisers and agencies by WTTV (TV) Bloomington, Ind. The copy reads, "It's WTTV ch. 4 for Indianapolis, Terre Haute, Bloomington and all the 2¼ million people in the great Hoosier heartland."

broadcasting's gold mine of bright new instrumental tunes

STANDARD
SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes—each averaging only... 1½ Minutes in length

Includes Top Talent instrumental selections—specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers—no duds; Discs are 12 inch virgin vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

NOW NO CONTRACT REQUIRED
Buy Outright Month to Month

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

THE STATION WITH A MILLION Friends
MUSIC SPORTS NEWS
TV's Best
KXLY
Radio CBS
920 ON YOUR DIAL
KXLY-TV
Channel 4
CBS
HIGHEST ANTENNA IN THE NORTHWEST
1129 TC

PROMINENT display of the calls of KXLY-AM-TV Spokane, Wash., is featured on trucks of the Keenan News Agency in that city. The agency's four trucks cover all parts of Spokane. While making deliveries they are backed up to the sidewalk, exposing the stations' message to the passing public.

KUJ COVERS PRISON RIOT

COVERAGE of a riot in the penitentiary at Walla Walla, Wash., was provided by KUJ there. KUJ supplied several other Washington stations with broadcasts from the prison via telephone recording and augmented its own phoned reports with tape recordings of press meetings in the penitentiary. The station also fed reports to the United Press, covering the first five hours of the riot for them.

$32,000 AND MOTHER

AIRMAN Ira Kreitzer travelled 150 miles from Loring Air Force Base to WTWO (TV) Bangor, Me., to watch his Bible-student mother try for $32,000 on CBS-TV's *$64,000 Question*. With his girl friend from the U. of Maine, Mr. Kreitzer strolled into the WTWO studios and said he wanted to see his mother on tv. After a confirmation of his identity, "Zeke" was interviewed on the air and then watched his mother take Revlon for the $32,000. A second interview after the program was aired by WTWO.

KALE IS A SUCCESS

FOR the grand opening of a new supermarket in Pasco, Wash., KALE-AM-FM Pasco-Kennewick-Richland aired 20 ten-second promotional spots five days and 10 one-minute spots four days prior to the event. On the first day of the two-day opening, hourly five-minute audience participation shows were broadcast from the market from 10 a.m. to 5 p.m. During both days personality Loyd Aman conducted his western show from the store. Drawings and giveaways featured the celebration and KALE estimates the attendance at 10,000. Many items of merchandise in the store were sold out completely either in the first or second day. As a result of the successful promotion, KALE reports it has been guaranteed 50% of all future advertising of the supermarket and its sister store. In addition, KALE says, it has been solicited by two supermarket chain owners to lay out an opening promotion for them with a carte blanche budget.

CJSP WINDSHIELD STICKERS

CJSP Leamington, Ont., has distributed windshield stickers with its call letters to thousands of local motorists and summer tourists.

TOM AND LAVINIA

COMPETITION among elementary school children for the titles of Tom Thumb and Lavinia Warren, famous midget couple, in the annual week-long Barnum Festival in Bridgeport, Conn., was conducted for 10 weeks by WICC there. Festival honors the memory of P. T. Barnum of circus fame, who was a Bridgeport native. The station aired broadcasts on Bridgeport history and children entering the contest matched wits in quizzes on the historical material. WICC reports the response was so great that a qualifying step of a short essay was added. Top contenders in each Saturday quiz show competed in the finals when two youngsters were selected to play the roles of the circus team.

WOKY'S QUICK INTERVIEW

INTERVIEW with Dr. Cary Middlecoff, winner of the $35,000 Miller Open Golf Tournament in Milwaukee, was broadcast by WOKY there two minutes after he finished the 18th green with a score of 64. WOKY, which originated 16 pickups from the tournament, aired the Memphis dentist's account of his sub-par round.

WFBR PRESENTS IN CHICAGO

WFBR Baltimore will offer a station presentation to midwest agency and advertising executives at a luncheon in Chicago's Drake Hotel next Thursday. Timebuyers, account executives, advertising and sales managers and others have been invited to attend the luncheon, to be hosted by John Blair & Co., national sales representative for WFBR. Robert B. Jones Jr., vice president and general manager of station, is expected to head up the WFBR contingent. A similar presentation was given in New York some weeks ago.

SPANISH FROM THE SUMMIT

SPECIAL series of *News Round-Ups From the Summit* broadcasts in Spanish are being aired by WRUL Boston, international radio station, in cooperation with the U. S. Information Agency. The USIA has a special radio news circuit direct from Geneva and is delivering the basic information and background of each day's meetings to WRUL for editing and broadcasting on three frequencies in Spanish to Latin America. Also, 54 members of the WRUL Inter-American Network have been invited to rebroadcast the news summaries to listeners in Cuba, Venezuela, Colombia and Central America. In connection, WRUL is conducting a contest for essays by Latin Americans on how best to implement President Eisenhower's peace efforts at Geneva.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

All Inquiries Confidential

210 TIMES A WEEK

MR. BICKFORD

RECORD HIGH of 210 newscasts and weather programs per week is now being prepared for WNAC - AM - TV Boston and the Yankee Network under the supervision of Leland C. Bickford, editor-in-chief of the Yankee Network News Service, and his staff. Since their start in March 1934, the news editions always have been a successful financial vehicle, Yankee reports, and it currently lists a roster of 40 sponsors. Mr. Bickford wrote his first lead story for Yankee on March 1, 1934, and with the exception of service during World War II has been on the beat ever since.

WNAB COVERS TRAIN WRECK

FIFTEEN minutes after a Washington-Boston train wrecked nearby, WNAB Bridgeport, Conn., was on the spot reporting events. An interview with the train's fireman who managed to pull himself from the locomotive was made by Jim Elliott. He also interviewed the general superintendent of the New Haven Railroad who said excessive speed caused the wreck. In addition, Mr. Elliott fed news of the accident to CBS.

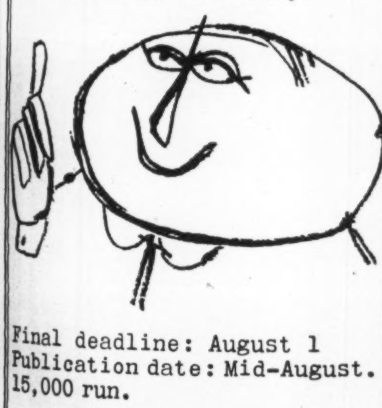
WBC'S JUMPING SALES

SMALL metal discs advising recipients of what happens when they use Westinghouse Broadcasting Co. stations are being distributed by WBC. Copy on the metal says "your sales jump on WBC," and when the disc is placed on a cool surface it further illustrates the point by jumping a few feet in the air.

EMANCIPATION OF SUFFOCATION

WKZO Kalamazoo, Mich., held its annual "Sport Shirt Days" celebration early this month, featuring the theme "emancipation of suffocation." On the days designated the town dons sport shirts and this year even the mayor wore one lettered with WKZO's call letters.

Don't forget to reserve your space in the TELECASTING YEARBOOK & MARKETBOOK today.



Final deadline: August 1
Publication date: Mid-August.
15,000 run.

UPCOMING

JULY

July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 20-21: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.
Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 4: RAB Clinic, Pittsburgh.
Oct. 5: RAB Clinic, Rochester, N. Y.
Oct. 6: RAB Clinic, Burlington, Vt.
Oct. 7: RAB Clinic, Boston.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, **Tuscaloosa.**
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct: 17: RAB Clinic, Milwaukee.
Oct. 17-19: Radio-Electronics-Television **Mfrs.** Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 18: RAB Clinic, Chicago.
Oct. 19: RAB Clinic, Detroit.
Oct. 20: RAB Clinic, Cleveland.
Oct. 21: RAB Clinic, New York.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.
Oct. 31: RAB Clinic, Indianapolis.
Oct. 31-Nov. 2: Assn. of National Advertisers Annual Meeting, Hotel Plaza, New York.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

the SWING is to...
ABC
and
KMBC-TV
Kansas City's
Most Powerful
TV Station

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

BIG VOICE

WINSTON-SALEM
WSJS
HIGH POINT
GREENSBORO

IN NORTH CAROLINA'S
GOLDEN
TRIANGLE

NBC for WINSTON-SALEM
GREENSBORO
HIGH POINT

5000 W • 600 KC • AM-FM

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW
¼ MILLION
PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

BMI
BOOK PARADE

America's Most Widely Listened-to Book Program

In Current Release

THESE BOOKS:

"Patience"—W. S. Gilbert and Sir Arthur Sullivan
"Out of My Life and Thought"—Albert Schweitzer
"Shane"—Jack Shaeffer
"Joan of Arc"—Lucien Fabre
"The Roosevelt Family of Sagamore Hill"—Herman Hagedorn
"Dan'l Boone Kissed Me"—Felix Holt
"The Last Hunt"—Milton Lott
"The French Canadians"—Mason Wade
"The Devils"—Fyodor Dostoyevsky (new translation by David Margarshack)
"The Pearl Seekers"—Norman Bartlett

THESE REVIEWERS:

Gilbert E. Govan; Gerald E. Cosgrove; Delmar Leaming; Margaret Young; Ernest Cady; Marion Trainor; Wallace Stegner; Phyllis Lee Peterson; Gil Orlovitz; Ronald McKie.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

July 14 through July 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of June 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,719	525	137
Cps on air	13	15	†321
Cps not on air	108	12	124
Total on air	2,732	540	458
Total authorized	2,840	552	582
Applications in hearing	136	3	165
New station requests	222	6	16
New station bids in hearing	82	0	111
Facilities change requests	152	5	33
Total applications pending	836	78	215
Licenses deleted in June	1	3	0
Cps deleted in June	1	0	1

---

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through July 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,732	2,721	139	260	88
Fm	540	256	30	13	0

Tv Summary Through July 20

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	290	321	611
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	313	102	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	953	337	749	540	1,29
Noncom. Educ.	59		31	28	5
Total	1,112	337	780	568	1,34

[1] 145 Cps (30 vhf, 115 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITIONS

Houma, La.—Fred Weber petitions FCC to amend sec. 3.606 so as to assign ch. 11 in lieu of ch. 30 to Houma. Received July 8.

Houma, La.—St. Anthony Television Corp. petitions FCC to amend sec. 3.606 so as to assign ch. 11 to Houma. Received July 11.

Mayaguez, P. R.—El Mundo Inc. and The Ponce de Leon Bcstg. Co. of P. R. petitions FCC to change allocation of ch. 7 from Ponce, Puerto Rico to Mayaguez, Puerto Rico. July 13.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Seeks cp to change ERP to 316 kw visual, 158 kw aural and make equipment changes. Antenna height above average terrain 1015 ft. Filed July 14.

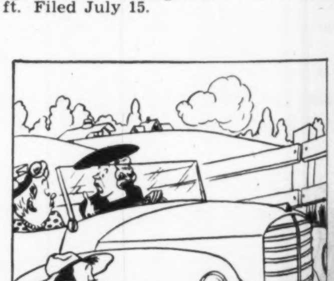
WGBS-TV Miami, Fla.—Seeks mod. of cp to change ERP to 187.2 kw visual and 94 kw aural, install non-directional antenna system and make other equipment changes. Antenna height above average terrain 915 ft. Filed July 14.

Monroe, La.—State Dept. of Education, seeks vhf ch. 13 (210-216 mc); ERP 27 kw visual, 13.5 kw aural; antenna height above average terrain 522 ft., above ground 537 ft. Estimated construction cost $236,960, first year operating cost $125,000, revenue none. Post office address % Honorable Shelby M. Jackson, State Supt. of Public Education, State Capitol Bldg., Baton Rouge 4, La. Studio and transmitter location Monroe. Geographic coordinates 32° 31′ 59″ N. Lat., 92° 06′ 40″ W. Long. Trans. and antenna GE; legal counsel, Warren Woods, Roberts & McInnis, Washington. Consulting engineer, Frank H. McIntosh, Washington. Station is to be non-profit outlet for educational purposes and owned by the state of Louisiana. Filed July 18.

Cheboygan, Mich.—R. E. Hunt d/b as Straits Bcstg. Co., vhf ch. 4 (68-72 mc); ERP 1.293 kw visual, 1.293 kw aural; antenna height above average terrain 281 ft., above ground 344 ft. Estimated construction cost $84,729.82, first year operating cost $30,000, revenue $70,000. Post office address c/o Radio Station WCBY Mackinaw Ave., Cheboygan. Studio and trans. location Cheboygan. Geographic coordinates 45°39′27″ N. Lat., 84°29′30″ W. Long. Transmitter Gates, antenna RCA. Legal counsel Barnes & Neilson, Washington, D. C. Consulting engineer Norb Poeppelman, Cheboygan. Mr. Hunt is 80% owner WPTW Piqua, Ohio and 100% owner WCBY Cheboygan. Filed July 20.

Laurel, Miss.—S. A. Rosenbaum and William S. Smylie d/b as Laurel Television Co., vhf ch. 7 (174-180 mc); ERP 100.4 kw visual, 50.2 kw aural; antenna height above average terrain 472 ft., above ground 473 ft. Estimated construction cost $192,000, first year operating cost $90,000, revenue $110,000. Post Office address Rosenbaum Bldg., Meridian, Miss. Studio and trans. location Laurel. Georgraphic coordinates 31°37′30″ N. Lat., 89°06′53″ W. Long. Transmitter Standard Electronics, antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Gautney & Jones, Washington, D. C. Mr. Rosenbaum (50%) realtor, is treas.-11.5% owner WTOK-AM-TV Meridian, Miss. Mayor Smylie (50%) is general insurance firm majority owner. Filed July 20.

KHAS-TV Hastings, Neb.—Seeks mod. of cp to change studio location to trans. site 2.5 miles north of Hastings on U. S. Hwy. 281 and request waiver of sec. 3.613 of FCC rules. Install new antenna system and make other equipment changes. Antenna height above average terrain 734 ft. Filed July 15.



"This can only happen in the front, because KRIZ Phoenix advertised both my rear ends."

CALL LETTERS ASSIGNED

KARD-TV Wichita, Kan.—Wichita Television Corp., ch. 3. Changed from KTVR (TV).

WITI-TV Whitefish Bay, Wis.—Independent Television Inc., ch. 6.

Existing Tv Stations . . .

ACTIONS BY FCC

KRNT-TV Des Moines, Iowa—Granted mod. of cp to change ERP to 316 kw visual, 200 kw aural, change type antenna and make other equipment changes. Action July 15; announced July 19.

WPBN-TV Traverse City, Mich.—Granted change of ERP to 53.7 kw visual, 32.4 kw aural; antenna height above average terrain 760 ft. Granted July 15; announced July 19.

KDLO-TV Florence, S. D.—Granted change studio and trans. location and change ERP to 25 kw visual, 15 kw aural and make antenna and equipment changes. Action July 11; announced July 19.

Laredo, Tex.—H. C. Avery Jr. & David H. Cole d/b as Vidicon Industries of America, granted vhf ch. 8 (180-186 mc); ERP 28.2 kw visual, 15.8 kw aural; antenna height above average terrain 240 ft., above ground 318 ft. Estimated construction cost $105,450, first year operating cost $77,380, revenue $99,010. Post office address % Ross K. Prescott, attorney, Life of America Bldg., Dallas, Tex. Studio and transmitter location 820 Convent Ave., Laredo. Geographic coordinates 27° 30′ 23″ N. Lat., 99° 30′ 29″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutchison, Arlington, Tex. Principals in equal general partnership include **H. C. Avery Jr.**, architect and engineer, and **David H. Cole**, roofing and construction material and service contractor. Granted July 20.

Odessa, Tex.—Cecil Mills and KOSA d/b as Odessa Television Co., granted vhf ch. 7 (174-180 mc); ERP 22.9 kw visual, 11.45 kw aural; antenna height above average terrain 285.8 ft., above ground 358 ft. Estimated construction cost $205,200, first year operating cost $159,140, revenue $180,000. Post office address Mercantile Securities Bldg., Dallas, Tex. Studio and trans. location Odessa, Tex. Geographic coordinates 31° 50′ 43″ N. Lat., 120° 22′ 20″ W. Long. Trans. and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson. Mr. Mills owns oil-producing property and holds minority shares in diversified businesses. Granted July 13; announced July 15.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. granted mod. of cp for ch. 29 to change ERP to 126 kw visual, 63.1 kw aural; antenna height above average terrain 970 ft. Action July 15; announced July 19.

APPLICATION

KIVA (TV) Yuma, Ariz.—Seeks mod. of cp to change studio location to on U. S. Hwy. 80, approximately 7.5 miles west of Yuma, approximately 6,000 ft. north 15 degrees of Pilot Knob, near Yuma (same as trans. site), and request waiver of sec. 3.613 of FCC rules. Filed July 20.

New Am Stations . . .

ACTIONS BY FCC

Flomaton, Ala.—Tri-City Bcstg. Co., granted 990 kc, 500 w daytime. Post office address % William L. Kline, P. O. Box 218, Flomaton. Estimated construction cost $27,050, first year operating cost $18,000, revenue $25,000. Principals include Pres. **William L. Kline** (25%), hardware store owner; Vice Pres. **J. E. Jackson** (25%), store owner; Vice Pres. **Frank Dixon** (25%), telegraph operator, and Sec. Treas. **Carl E. Jones** (25%), bank president. Granted July 20.

Chipley, Fla.—Edward C. Allmon d/b as Tri-County Radio Bcstrs., granted 1240 kc, 250 w unlimited. Post office address General Delivery, Eglin Air Force Base, Fla. Estimated construction cost $10,410, first year operating cost $16,000, revenue $24,000. Mr. Allmon is physicist and electronic engineer at Eglin Air Force Base. Granted July 20.

Golden Meadow, La.—Leo Joseph Theriot granted 1600 kc, 500 w daytime. Post office address Box 368, Golden Meadow. Estimated construction cost $19,528, first year operating cost $36,000, revenue $50,400. Mr. Theriot deals in general insurance. Granted July 14.

Flint, Mich. — Binder - Carter - Durham Inc., granted 1420 kc, 500 w day, DA, condition. Post office address 711 National Bldg., Flint. Estimated construction cost $24,628, first year operating cost $35,000, revenue $50,000. Principals Pres. Richard S. Carter (25%), WBBC Flint, Mich., employe; Vice Pres. Ernest L. Durham (25%), WBBC announcer; Treas. Albert Binder (25%) and Sec. Harry J. Binder (25%) have furniture store interest. Granted July 20.

Newton, Miss.—E. Glenn Abercrombie tr/as Newton County Bcstg. Service, granted 1410 kc, 500 w daytime. Post office address Albertsville, Ala. Estimated construction cost $17,800, first year operating cost $30,000, revenue $32,500. Mr. Abercrombie is salesman, WAVU Albertsville, Ala., and former 48.6% owner of WCRL Oneonta, Ala. Granted July 20.

Brookfield, Mo.—William R. Tedrick, Leslie P. Ware & Ira J. Williams d/b as Green Hills Bcstg. Co., granted 1470 kc, 500 w daytime, directional. Post office address % William R. Tedrick, Box 5, Booneville, Mo. Estimated construction cost $16,605, first year operating cost $36,000, revenue $50,000. Principals in equal general partnership include **William R. Tedrick,** owner of KWRT Booneville, Mo.; **Leslie P. Ware**, principal stockholder KLPW Union, and vice pres.-minority stockholder-general manager KCKT-TV Great Bend, Kan., and **Ira J. Williams**, pres.-50% owner Brookfield (Mo.) Pub. Co. Granted July 20.

St. Joseph, Mo.—Broadcast Group Inc., granted 1270 kc, 1 kw daytime. Post office address, Suit 504, Commerce Building, Kansas City, Mo. Estimated construction cost $18,876, first year operating cost $49,000, revenue $60,000. Principals include President **J. D. Spears** (50.9%), real estate development sales and construction; Vice President **Peter T. Scott** (49%), advertising, and Secretary **Kenneth E. Bigus** (0.1%), attorney. Granted July 14.

Klamath Falls, Ore.—C. E. Wilson, P. D. Jackson and W. D. Hansen d/b as K-Lad Bcstrs., granted 900 kc, 1 kw daytime. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $12,650, first year operating cost $48,000, revenue $52,000. Principals in equal partnership include **C. E. Wilson** (⅓); **P. D. Jackson** (⅓), and **W. H. Hansen** (⅓). All are associated in the ownership of KBOY of Medford, Ore. Granted July 14.

Carthage, Tex.—Thomas F. Alford and F. E. Barr d/b as Carthage Bcstg. Co. granted 1590 kc, 1 kw, daytime. Post office address % T. F. Alford, 1119 Locust St., Texarkana, Ark. Estimated construction cost $17,500, first year operating cost $30,000, revenue $40,000. Principals in general partnership include **Thomas F. Alford** (50%), former 50% owner KDAS Malvern, Ark., and **F. E. Barr** (50%), furniture and appliances. Granted July 14.

Rusk, Tex.—E. H. Whitehead, granted 1580 kc, 500 w daytime. Post office address Box 316, Rusk. Estimated construction cost $14,959, first year operating cost $25,200 revenue $36,000. Mr. Rusk is publisher of *The Rusk Cherokeen* (weekly) and *The Citizen* (monthly). Granted July 14.

Fairfax, Va.—Arthur Kellar and George E. Oleson d/b as O. K. Bcstg. Co., granted 1310 kc, 500 w day. Post office address 984 Radcliffe Dr., Alexandria, Va. Estimated construction cost $12,660, first year operating cost $32,000, revenue $48,000. Principals include **George E. Oleson** (50%), general manager WEAM Arlington, Va., and **Arthur Kellar** (50%), sales manager and assistant manager WPIK Alexandria, Va. Granted July 20.

Waupaca, Wis.—Dorothy J. Laird, granted 800 kc, 500 w daytime. Post office address 2355 South Webster, Green Bay, Wis. Estimated construction cost $27,372, first year operating cost $45,000, revenue $55,000. Mrs. Laird is wife of Ben. A. Laird, officer and stockholder of WDUZ Green Bay, and WMAW Menominee, Mich. Granted July 20.

APPLICATIONS

Rocky Ford, Colo.—David R. Worley and James L. Littlejohn d/b as Arkansas Valley Bcstg. Co., 1320 kc, 1 kw day. Post office address P. O. Box 865, Lovington, N. M. Estimated construction cost $19,250, first year operating cost $30,000, revenue $40,000. Mr. Worley (70%) owns KLEA Lovington, N. M., 20% owner KDAV Lubbock, Tex., 20% owner KTMN Tucumcari, N. M., and pres.-36% owner community tv system, Lovington, N. M. Mr. Littlejohn is manager, KLEA. Filed July 15.

Hazelhurst, Ga.—A. M. Thomas, 1450 kc, 250 w unlimited. Post office address P. O. Box 732, Jacksonville, Fla. Estimated construction cost $9,530.00, first year operating cost $20,800.00, revenue $30,000.00. Mr. Thomas owns television-appliance store, Jacksonville. Filed July 14.

Mt. Pleasant, Iowa—John Garrett tr/as Henry County Bcstg. Co., 1220 kc, 250 w day. Post office address 3215 Jerome Lane, East St. Louis, Ill. Estimated construction cost not given, first year operating cost not given, revenue not given. Mr. Garrett holds cp for am at Washington, Iowa (KWBX) which he wishes to cancel and substitute present application. Filed July 20.

Leesville, La.—Cyril W. Reddoch, John B. McCrary and Ralph L. Hooks, d/b as Leesville Bcstg. Co., 1570 kc, 250 w day. Post office address, P. O. Box 46, De Ridder, La. Estimated construction cost $12,250, first year operating cost $24,000, reve-

1st in Power
and Coverage
1,000,000
WATTS
WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

top markets
top stations
SKYLINE
GROUP
DISCOUNTS
too.

SALT LAKE CITY **KDYL-KTVT**
DENVER **KLZ** AM-TV
ALBUQUERQUE **KOB** AM-TV

SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—*Colorado, Utah, New Mexico*

J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY • BRANHAM CO.

7 out of 10*

KTVH FIRST
AGAIN IN WICHITA AREA

June, 1955 ARB* shows **KTVH** taking seven out of top ten class "A" time shows. **WINDY** says, "Once again for the third straight survey **KTVH** proves dominance in Wichita and 14 other important Central Kansas communities."

To Cover Central Kansas
Better Buy KTVH

KTVH
HUTCHINSON
VHF
240,000
WATTS
CBS BASIC—DUMONT
CHANNEL
12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

nue $30,000. Mr. Reddoch owns 50% KDLA De Ridder, La., 66.7% KREH Oakdale, La., and WFPR Hammond, La. As executor of estate Mr. Reddoch controls 33.3% KDBS Alexandria, La., and 50% KREH. Filed July 18.

Tahlequah, Okla.—Galen O. Gilbert and J. R. Kincaid d/b as Stephenville Bcstg. Co., 1350 kc, 500 w day. Post office address Box 102 Stephenville, Tex. Estimated construction cost $10,171.36, first year operating cost $28,000.00, revenue $35,000.00. Stephenville Bcstg. owns KSTV Stephenville, Tex. and KTAN Sherman, Tex. Filed July 14.

Selmer, Tenn.—James M. McGrew, Revis V. Hobbs, and James B. Ross d/b as Shiloh Bcstg. Co., 1010 kc, 500 kw day. Post office address Hatcher Bldg., Columbia, Tenn. Estimated construction cost $14,980, first year operating cost $30,000, revenue $40,000. Mr. McGrew (33.3%), is cashier, officer, director of Middle Tenn. Bank, Columbia. Mr. Hobbs (33.3%), is WSM Nashville, Tenn., announcer. Mr. Ross (33.3%) is attorney. Filed July 20.

Warrenton, Va.—Connie B. Gay, 1420 kc, 5 kw day. Post office address Route 4, Box 27, Vienna, Va. Estimated construction cost $29,098, first year operating cost $36,000, revenue $47,329. Mr. Gay, WARL Arlington, Va., disc m.c., is principal owner WVVW-WJPB (FM) Fairmont, W. Va., and has application pending for control of WWKO Ashland, Ky. Filed July 15.

APPLICATIONS AMENDED

Ft. Lauderdale, Fla.—Charles W. Stone amends application for cp for new am station on 1470 kc, 1 kw day with DA to specify changes in DA pattern. Filed July 15.

West Monroe, La.—Howard E. Griffith amends request for cp on 1270 kc, 1 kw day to specify 1310 kc. Filed July 15.

Brunswick, Me.—Westminster Bcstg. Co. amends cp application for 730 kc, 250 w day to specify 900 kc. Filed July 18.

Niles, Mich.—Voice of Berrien County amends cp application for 1400 kc, 250 w unlimited to decrease antenna height. Filed July 15.

Kalispell, Mont.—Amends cp for new am station to be operated on 730 kc, 1 kw day to specify 980 kc. Filed July 19.

Long Branch, N. J.—Long Branch Bcstg. Co. amends cp requesting 1410 kc, 500 w day to specify change trans. location from Monmouth Beach, N. J., to West Long Branch, N. J. Filed July 18.

Milton, Pa.—John S. Booth amends application for cp for new am station to be operated on 1260 kc, 500 w day to specify change to 1570 kc and 1 kw. Filed July 20.

Oak Harbor, Ohio—News on the Air Inc. amends application for cp for new station on 1250 kc, 500 w day, DA to specify change studio-trans. location to near Port Clinton, Ohio, make DA system changes; change station location to Port Clinton, and make minor changes in officers, directors and stockholders. Filed July 19.

APPLICATIONS DISMISSED

Georgetown, Del.—Rollins Bcstg. of Delaware Inc. application for new station on 1250 kc, 5 kw day, DA dismissed at request of attorney. Dismissed July 18.

Magee, Miss.—Application for cp for new am station to be operated on 1470 kc, 1 kw day dismissed at request of applicant. Dismissed July 19.

CALL LETTERS ASSIGNED

WWIL Ft. Lauderdale, Fla.—Missouri Bcstg. Corp., 1580 kc, 1 kw DA-2. Changed from WBRD.

WLSV Wellsville, N. Y.—Radio Service of Wellsville, 790 kc, 500 w day.

KDLS The Dalles, Ore.—The Dalles Bcstg. Co., 930 kc, 1 kw unlimited.

WEJL Scranton, Pa.—The Scranton Times, 630 kc, 500 w day. Changed from WQAN.

WKLC St. Albans, W. Va.—Raymond I. Kandel, 1300 kc, 1 kw day.

Existing Am Stations . . .

ACTIONS BY FCC

WPRT Prestonburg, Ky.—Granted cp to change facilities from 960 kc, 1 kw day to 1270 kc, 5 kw day. Granted July 20.

KCHS Truth or Consequences, N. M.—Granted mod. of license to change from unlimited operation to specified hours on 1400 kc, 250 w. Granted July 20.

WCDL Carbondale, Pa.—Granted cp to change facilities from 1230 kc, 250 w unlimited to 1440 kc, 5 kw day. Granted July 20.

WABA Aquadilla, P. R.—Granted cp to change facilities from 1240 kc, 250 w unlimited to 850 kc, 500 w unlimited, condition. Granted July 20.

WLIK Newport, Tenn.—Granted increase in power from 1 kw to 5 kw, operating day only on 1270 kc. Granted July 20.

APPLICATIONS

KXLA Pasadena, Calif.—Seeks mod. of cp to make changes in night DA system. Filed July 19.

KVFC Cortez, Colo.—Seeks cp to increase power from 250 w to 1 kw. Filed July 20.

KMYR Denver, Colo.—Granted change transmitter location to U. S. Hwy. 85, S.W. of Brighton, Colo. Granted July 14; announced July 19.

WJWL Georgetown, Del.—Application for cp to change antenna-trans., studio and station location from Georgetown to Philadelphia amended to install DA. Application as amended considered as application for new standard station to be operated on 900 kc, 1 kw day DA. Filed July 15.

WWIL Ft. Lauderdale, Fla.—Seeks mod. of cp to change from DA-2 to DA-1. Filed July 19.

WFTM Maysville, Ky.—Cp to change antenna-trans. location, make equipment and antenna changes dismissed at request of attorney. Filed July 15.

WHFB Benton Harbor, Mich.—Seeks mod. of license to change station location from Benton Harbor, Mich., to Benton Harbor-St. Joseph, Mich. Filed July 20.

KSD St. Louis, Mo.—Seeks cp to make auxiliary antenna system changes and change from 1 kw night, 5 kw day DA-N to 1 kw night, 5 kw day with non-directional antenna on 550 kc. Filed July 14.

KDEF Albuquerque, N. M.—Amends cp to change from 1280 kc to 1150 kc; change hours of operation from day to unlimited time, using 1 kw day and night to specify 1 kw day, 250 w night. Filed July 18.

WOHS Shelby, N. C.—Seeks cp to increase power from 250 w to 1 kw on 730 kc. Filed July 14.

APPLICATION AMENDED

WHBN Harrodsburg, Ky.—Amends application for license to cover cp which authorized new standard station to specify change name of applicant to C. H. Hulse, Charles R. Shuffett and Frank Orwin, d/b as Pioneer Bcstg. Co. Filed July 20.

APPLICATION DISMISSED

KTIX Seattle, Wash.—Application for mod. of cp to change antenna-trans. and studio location from Seattle, Wash., to Houghton, Wash., dismissed at request of applicant. Dismissed July 20.

New Fm Stations . . .

ACTIONS BY FCC

Mayfield, Ky.—Michael R. Freeland and John M. Latham d/b as Kentucky Bcstg. Co., granted 107.1 mc, 510 w unlimited, condition. Post office address P. O. Box 232, Mayfield. Estimated construction cost $1,150, first year operating cost $7,000, revenue $12,000. Principals own WKTM Mayfield. Granted July 20.

Los Alamos, N. M.—Sunshine Bcstg. Co., granted 98.5 mc, 4.6 kw ERP, unlimited. Post office address 2000 Indian School Road, N.W., Albuquerque, N. M. Estimated construction cost $3,700, first year operating cost $400. Sunshine owns KOAT Albuquerque and KRSN Los Alamos. Granted July 20.

Syracuse, N. Y.—Functional Bcstg. Inc., granted 93.1 mc, 8.6 kw unlimited. Post office address 601 Chamber of Commerce Bldg., Syracuse. Estimated construction cost $2,000, first year operating cost $36,000, revenue $42,000. Albert Wertheimer (100%) is majority stockholder in storecasting firms, Buffalo N. Y., airing advertising and music to stores. Granted July 14.

APPLICATIONS

Birmingham, Ala.—Storer Bcstg. Co., 102.5 mc, 14.9 kw, unlimited. Post office address 1177 Kane Concourse, Miami Beach, Fla. Estimated construction cost $13,955, first year operating cost not given, revenue not given. Storer owns WJBK-AM-FM Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW-WXEL (TV) Cleveland, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM-TV Miami and KPTV (TV) Portland, Ore. Filed July 19.

Princeton, N. J.—Princeton Bcstg. Service Inc., 103.9 mc, 250 w, unlimited. Post office address James G. Robinson, Province Line Road, Princeton, N. J. Estimated construction cost $2,250, first year operating cost $7,000, revenue $10,000. Principals include Chmn. **James G. Robinson,** Applied Science Corp. director of purchases; Vice Chmn. **Kenneth A. Mills,** research and promotion dept., Katz Agency and Sec. **Wendell S. Hall,** purchasing dept., Chrysler Co. Filed July 18.

Stillwater, Okla.—Radio & Television Services, A & M College, 91.7 mc, 380 w. Post office address A & M College, Stillwater. Estimated construction cost $8,330.32, first year operating cost $1,200. Applicant is educational institution. Filed July 20.

Existing Fm Stations . . .

ACTIONS BY FCC

WLET-FM Toccoa, Ga.—Granted cp to reduce ERP from 7.3 to 0.73 kw and waived sec. 3,204 of rules to permit use of 250 w trans. in place of present 3 kw trans. Granted July 20.

WNOW-FM York, Pa.—Granted cp to reduce ERP from 13 kw to 1.2 kw and change antenna from 500 ft. to 465 ft. and waived sec. 3.254 of rules to permit use of present line facilities between studio and trans. Granted July 20.

APPLICATION

WSON-FM Henderson, Ky.—Seeks mod. of license to move studio site from 2½ miles east of Henderson, Ky., to 121 N. Main St., Henderson. Filed July 20.

CALL LETTERS ASSIGNED

WWKS (FM) Macomb, Ill.—Western Illinois State College, 91.3 mc, 16 kw.

WBSE-FM Hillsdale, Mich.—Baw Beese Broadcasters Inc., 103.9 mc, 1 kw unlimited.

Ownership Changes . . .

ACTION BY FCC

KTUC Tucson, Ariz.—Lee Little granted acquisition of positive control of licensee corporation, Tucson Bcstg. Co., through surrender to licensee of its stock owned by Ralph W. Bilby, Glenn Snyder and George R. Cook. This is a stock transaction involving exchange between licensee and newly-formed Tucson Improvement Co. Granted July 20.

KFXM San Bernardino, Calif.—Granted transfer of control to KFXM Inc. through sale of all stock for $152,000. Principals include Pres. **Willard R. Hasbrook** (25%), manager of KFSD San Diego, Calif.; Vice Pres. **Earnest McCook** and **F. A. Loehr** (21.4%); Vice Pres.-Treas. **Robert N. Moodey** (10.7%), banker, and Vice Pres. **Marion M. Moodey** (10.7%), KFXM announcer. Granted July 20.

KLMO Longmont, Colo.—Granted assignment of license to Edna Hill Maples, David Fred White Jr. and Grady Franklin Maples d/b as Radio Station KLMO, for $20,000 plus assumption of $4,107 liabilities. The Maples own 50% KGMC Englewood, Colo., and 50% KLLL Lubbock, Tex. Granted July 20.

WSTN St. Augustine, Fla.—Granted assignment of license to Thomas S. Carr and James D. Sinyard for $39,662. Mr. Sinyard owns 50% of WATH Athens, Ohio, and 10% of WKOV Wellston, Ohio. Granted July 20.

WKLO-AM-TV Louisville, Ky.—Granted transfer of control to Great Trails Bcstg. Corp. for $350,000. Great Trails is licensee WING Dayton, Ohio. Principals also control WCOL Columbus, Ohio, under another firm name and have interest in WIZE Springfield, Ohio. Granted July 20.

WCRB-AM-FM Waltham, Mass. — Granted transfer of control from Stephen Paine and

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois, RA 6-4256

Theodore Jones to Mr. Jones. Stock transaction. Granted July 20.

WSLI, WJTV (TV) Jackson, Miss.—Granted assignment of licenses from Standard Life Bcstg. Co. to Capitol Bcstg. Co. Change is in name only. Granted July 14; announced July 19.

WMIS Natchez, Miss.—Granted transfer of control to Mrs. P. K. Ewing and P. K. Ewing Jr. No consideration as assignment of control would carry through will of P. K. Ewing, deceased. Acquisition also involves exchange of 25% interests of P. K. Ewing Jr. and his brother, F. C. Ewing, who each owns 25% of WGRM Greenwood, Miss. After exchange Mrs. Ewing owns 50% of WMIS; P. K. Ewing Jr., 50% WMIS, and F. C. Ewing, 50% WGRM. Granted July 20.

WATH Athens, Ohio—Granted assignment of license to A. H. Kovlan, Stephen H. Kovlan and Edward Kovlan, d/b as Radio Athens, for $36,606. Mr. Kovlan will own 70%; S. H. Kovlan 20%, and Edward Kovlan 10%. Granted July 20.

KTOW Oklahoma City, Okla.—Granted assignment of license to Citizens Bcstg. Co. of Oklahoma for $50,845. Citizens owns KWKC Abilene, Tex. Granted July 20.

KCOV Corvallis, Ore.—Granted transfer of control to Lane Bcstg. Co. and Oregon Radio Inc. (KSLM Salem, Ore.) for $4,500 plus loan of $15,000. Lane is licensee of KORE Eugene, Ore. Lane principals, Lee P. Bishop, W. D. Abel, E. T. Gardner, J. Don Smith and Harry Thoms, each own 6⅔ shares of KVAL-TV Eugene. Granted July 20.

WHVR Hanover, Pa.—H. Vernon Ferster, John D. Bare and Philip A. Rohrbaugh d/b as Radio Hanover Inc. granted transfer of control to Mr. Bare who buys Mr. Ferster's 10.37% interest for $10,000. Mr. Bare will now own 50.5% interest. Granted July 13; announced July 19.

WIBG-AM-FM Philadelphia, Pa. — Granted transfer of control to WPFH Bcstg. Co. with majority principals of both same. Principals own or control WDEL-WPFH (TV) Wilmington, Del., WALL Middletown, N. Y., WAEB Allentown, Pa., and have wired-music interests. Granted July 13; announced July 19.

WWSW-AM-FM Pittsburgh, Pa.—Granted assignment of license from WWSW Inc. to WWSW Radio Inc. Change is in corporate structure only. Granted July 13; announced July 19.

WERI Westerly, R. I.—Granted transfer of control to Pres. William F. Malo Jr. (70%), account executive WNHC-AM-TV New Haven, Conn.; William F. Malo Sr. (12%), commercial and advertising manager, WDRC Hartford, Conn., and Helen T. Malo (14%), and Carolyn S. Malo (4%) for $50,000. Granted July 20.

WHAN Charleston, S. C.—Granted transfer of control to Harry C. Weaver through sale of all stock for $49,500. Mr. Weaver is 50% owner WGAP Maryville and holds interest in WOKE Oak Ridge, both Tenn. Granted July 20.

KXOL Fort Worth, Tex.—Granted assignment of license to KXOL Inc. for $260,555. KXOL Inc. principals include Pres. **Wendell Mayes** (20%), president-majority stockholder KBWD Brownwood, Tex., and KNOW Austin, Tex., president-25% owner KTOK Oklahoma City, vice president-50% owner KSNY Snyder, Tex.; Vice Pres. **C. C. Woodson** (40%), vice president-25% owner KTOK, majority stockholder in five Texas-Oklahoma newspapers; Sec.-Treas. **Wendell Mayes Jr.** (15%), program director-8.3% owner KBWD, 5% owner KNOW, 10% owner KSNY; **C. C. Woodson Jr.** (10%), and **William W. Jamar Jr.** (15%), commercial manager-8.3% owner KBWD, 5% owner KNOW and 10% owner KSNY. Granted July 20.

APPLICATIONS

KOCS-KEDO (FM) Ontario, Calif.—Seeks transfer of 2% of majority stockholder Mrs. Jerene Appleby Harnish to Philip A. Sawyer for $12,700. Mr. Sawyer is retail advertising manager of *Ontario Daily Report*, station parent firm. Mrs. Harnish also seeks to transfer, gratis, 1% each to her sons Andrew B. Appleby and Carlton R. Appleby. After transfer Mrs. Harnish will hold 63%; C. R. Appleby 18.5%, and A. B. Appleby 6.5%. Filed July 20.

KFEL-TV Denver, Colo. — Seeks transfer of control from trustees of the Eugene P. O'Fallon Trust to Gotham Bcstg. Corp. for $400,000. Principals include **J. Elroy McCaw** (75%), pres.-50% owner KELA Chehalis, Wash.; sec.-treas.-33.3% owner KVAK Yakima, Wash.; sec.-treas.-33.3% owner KALE-AM-FM Richland, Wash.; pres.-50% owner KYA San Francisco; owner KORC Mineral Wells, Tex.; vice pres.-25% owner KONA Honolulu, Hawaii; pres.-75% owner WINS New York; owner KTVW (TV) Seattle, Wash., application pending for station at Walla Walla, Wash., and **John D. Keating** (25%), vice pres.-50% owner KYA; pres.-25% owner KONA, and vice pres.-25% owner WINS. Filed July 14.

KMYR Denver, Colo.—Seeks voluntary assignment of cp to Dolph-Petty Bcstg. Co. for $60,000. Principals are Vice Pres. **William B. Dolph** (40.2%), pres. WMT Cedar Rapids, Iowa, 29% owner WMT-TV Cedar Rapids, 15% owner KJBS San Francisco, interest in KULA-TV Honolulu, interest in KGIL San Fernando, Calif.; Pres. **Herbert L. Pettey** (40.2%), pres. KULA-AM-TV Honolulu, director of licensee of KGIL San Fernando. Other shares are owned by other business firms. Filed July 14.

KLAK Lakewood, Colo.—Seeks assignment of license to Lakewood Bcstg. Service Inc. Change to corporation; no consideration or change in stockholders. Filed July 18.

WGTH-TV Hartford, Conn.—Seeks assignment of cp to CBS for $650,000. Filed July 19.

WTIM Taylorville, Ill.—Seeks assignment of license to Keith Moyer tr/as Moyer Bcstg. Co. for $60,000. Mr. Moyer is 55% owner WBBA Pittsfield, Ill. Filed July 19.

WMOR Morehead, Ky.—Seeks voluntary assignment of license from Morehead Bcstg. Co., a partnership, to Morehead Bcstg. Co., a corporation. Change does not involve change in stockholders. Filed July 19.

WAGE-TV Marquette, Mich.—Seeks assignment of cp to Lake Superior Bcstg. Co. for $20,000. Principals include **Frank J. Russell Jr.,** 80% owner WMIQ Iron Mt., Mich. Lake Superior controls WDMJ Marquette, Mich. Mining Journal Co., of which Mr. Russell is 72% owner, owns all Lake Superior stock and holds interest in WSAU-AM-TV Wausau, Wis. Filed July 19.

WTRI (TV) Menands, N. Y. (Albany)—Seeks transfer of control of permittee (Van Curler Bcstg. Corp.) from Troy Bcstg. Co. to National City Bank of Troy (trustee for stockholders of Troy Bcstg. Co.). No consideration; no change in stockholders. Filed July 14.

WHOM-AM-FM New York, N. Y.—Seeks assignment of license to Progress Bcstg. Corp. for $150,000. No change in stockholders. Funds used to pay licensee's debts. Filed July 19.

WTRY Troy, N. Y.—Seeks transfer of control to Tri-City Radio Inc. for $500,000. Principals are: Treas. **C. George Taylor** (28%), 12½% owner WHIM Providence, R. I., holds option to buy 6½% WPRO-TV Providence; Sec. **Robert T. Engles** (28%), 12½% owner-pres. WHIM, vice pres. 25½% owner WORC Worcester, Mass., holds option to buy 6½% WPRO-TV; Vice Pres. **Kenneth M. Cooper** (22%), WORC general manager, and Pres. **Mowry Lowe** (22%), former WEAN Providence general manager. Filed July 20.

WHKP Hendersonville, N. C.—Seeks transfer of control to Beverly M. Middleton for $5,250. Mr. Middleton's interest will increase from 28.25% to 53.25% due to transfer from Clarence E. Morgan who presently holds 50.25% interest. Mr. Morgan will hold 25.25% after transfer. Filed July 20.

WJW-AM-FM Cleveland, Ohio—Seeks assignment of license from Storer Bcstg. Co.'s wholly-owned subsidiary WJW Inc. to Storer Bcstg. Co. Corporate change only. Filed July 19.

WRIT Milwaukee, Wis.—Seeks assignment of license to Trinity Bcstg. Corp. for $69,000 per year for five years with option at that time to renew rental agreement. Principals are Vice Pres. **B. R. McLendon** (50%), Pres. **Gordon B. McLendon** (49%), and Sec.-Treas. **Cecil Hobbs** (1%). Messrs. McLendon hold 16% and 10% respectively of WRIT and own Trinity, licensee of KLIF Dallas, Tex., KELP El Paso, Tex. Trinity is permittee of KLIF-TV Dallas. Filed July 14.

APPLICATION RETURNED

WROD Daytona Beach, Fla.—Application for relinquishment of negative control of licensee corporation by Josephine T. Sperry through gift of 25 shares of stock to O. G. Nelson and Henrietta S. Nelson returned to applicant (filed on wrong form). Returned July 20.

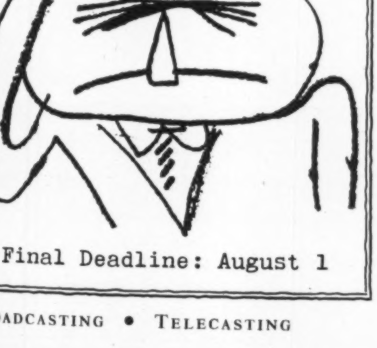
Hearing Cases . . .

FINAL DECISIONS

KWWL-TV Waterloo, Iowa — Commission granted application of KWWL-TV for mod. of cp to move trans. site from its present location to point 15.5 miles southeast of Waterloo in direction of Cedar Rapids, Iowa; increase visual ERP from 191 kw to 316 kw; increase antenna height from 550 ft. to 1040 ft.; make equipment changes; condition. Granted July 20.

Fm allocations—FCC finalized proposal and amended fm broadcast allocation table by deleting ch. 234 from Baltimore and assigning it to

Let's see, whatam I suppose'ta do today? Haircut? Call Joe? Oh, yah, I remember. The Broadcasting guy said send in your reservation today for the Telecasting Yearbook. I will. It's a good buy. Everybody in TV is in it.



Final Deadline: August 1

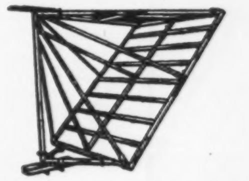
MORE THAN "JUST A TOWER"
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER

Construction Co.

SIOUX CITY, IOWA

Dover, Del.; and deleting ch. 233 from Reading, Pa., effective immediately. Action July 13.

Odessa, Tex.—Commission announced its decision of July 13 granting application of Odessa Television Co. for new tv station to operate on ch. 7 in Odessa and denying competing application of Clarence E. Wilson and Philip D. Jackson d/b as The Odessa Television Co. Announced July 15.

OTHER ACTIONS

KSDA Redding, Calif.—Commission ordered licensee to show cause why its am station license should not be revoked because of non-compliance with FCC rules pertaining to filing of ownership reports and ordered hearing at time and place to be designated later. Action July 13.

KTRB-TV Modesto, Calif.—Commission granted application of KTRB-TV to modify cp authorizing move of trans. site to Mt. Oso, approximately 22 miles south of Modesto, Calif.; increase visual ERP from 20.4 kw to 22.18 kw and antenna height from 300 ft. to 1950 ft.; conditions. Granted July 20.

Pueblo-Alamosa, Colo.—FCC invites comments by Aug. 19 to rule-making proposal by Star Bcstg. Co. to amend table of tv channel assignments by shifting ch. 3 from Pueblo to Alamosa, Colo. Star operates KCSJ-TV on ch. 5 Pueblo; would also apply for Alamosa assignment if made. No applications have been filed for ch. 3 at Pueblo. Action July 13.

WNLK Norwalk, Conn.—Commission designated for hearing application to increase daytime power from 500 w to 1 kw, continuing operation on 1350 kc with 500 w night unlimited, DA-N; made WNHC New Haven, Conn., and WEVD New York, parties to proceeding. Action July 13.

Harlan, Ky.—Commission granted in part petition filed June 17 by Blanfox Radio Co., licensee of WHLN Harlan, Ky., protesting grant made without hearing on May 18 to Ky-Va Bcstg. Corp. for new am station to operate on 1410 kc, 1 kw day at Harlan; ordered effective date of grant postponed pending evidentiary hearing; made WHLN and Broadcast Bureau parties to proceeding. Action July 13.

Saline, Mich.—FCC designated Saline Bcstg. Co. for hearing on application for new am station to operate on 1290 kc, 500 w day with DA; made WXYZ Detroit, WKMH Dearborn, WHRV Ann Arbor, and WPAG-AM-TV Ann Arbor, all Mich., parties to proceeding. Action July 20.

Reno-Las Vegas, Nev.—Commission dismissed petitions filed April 6-7 by KLAS-AM-TV Las Vegas, Nev., and removed its April 13 stay of grant made April 6 for assignment of license of KORK Las Vegas from Reno Bcstg. Co. to Southwestern Bcstg. Co. and license of KOLO Reno from Reno Bcstg. Co. to Western Bcstg. Co. Action July 13.

Akron, Ohio—Commission denied petition by Summit Radio Corp. (WAKR) Akron, intervenor, requesting dismissal of application of Akron Bcstg. Corp. to change operation of WCUE Akron, from daytime only to unlimited time, 500 w night and 1 kw day, DA; also denied WAKR's request for waiver of Sec. 3.28 (c) "10% rule."

Portland, Ore.—FCC designated for consolidated hearing applications of KLIQ Portland for renewal of license (1290 kc, 1 kw day) and for change in studio and trans. location, with applications of Robert E. Bollinger and Capstaff Bcstg. Co., both Portland, for new am stations on same facilities. Action July 13.

Routine Roundup . . .

July 20 Decisions

BROADCAST ACTIONS

Renewal of License

The following stations were granted renewal of licenses for the regular period: WTPR-AM-FM Paris, Tenn.; WTRC-AM-FM Elkhart, Ind.; WTTS Bloomington, Ind.; WVJS-AM-FM Owensboro, Ky.; WWCA Gary, Ind.; WGRC Louisville, Ky.; WCBL Benton, Ky.; WAVE-TV Louisville, Ky.; WFBM-TV Indianapolis, Ind.; WMCT-TV Memphis; WSM-TV Nashville, Tenn.; WFPK Louisville, Ky.; WIAN (FM) Indianapolis, Ind.; WKCS Knoxville, Tenn.; WNAS New Albany, Ind.; WSKS Wabash, Ind.; WAMW Washington, Ind.; WDXB Chattanooga, Tenn.; WHAS-AM-TV Louisville, Ky. WAEW Crossville, Tenn.; WAGG Franklin, Tenn.; WAIN Columbia, Ky.; WANE Fort Wayne, Ind.; WAOV Vincennes, Ind.; WAPO-AM-FM Chattanooga, Tenn.; WATO Oak Ridge, Tenn.; WAVE Louisville, Ky.; WBAA W. Lafayette, Ind.; WBAC Cleveland, Tenn.; WBAT Marion, Ind.; WBIR-AM-FM Knoxville, Tenn.; WBNL Boonville, Ind.; WBOW-AM-FM Terre Haute, Ind.; WBTO Linton, Ind.; WCDT Winchester, Tenn.; WCMI-AM-FM Ashland, Ky.; WCNB-AM-FM Connersville, Ind.; WCOR Lebanon, Tenn.; WCPM Cumberland, Ky.; WCRK Morristown, Tenn.; WCSI Columbus, Ind.; WDBL Springfield, Tenn.; WDEF Chattanooga, Tenn.; WDEH Sweetwater, Tenn.; WDKN Dickson, Tenn.; WDOD-AM-FM Chattanooga, Tenn.; WDSG Dyersburg, Tenn.; WDXE Lawrenceburg, Tenn.; WDXI Jackson, Tenn.; WDXL Lexington, Tenn.; WDXN Clarksville, Tenn.; WEKR Fayetteville, Tenn.; WEKY Richmond, Ky.; WENK Union City, Tenn.; WEPG South Pittsburg, Tenn.; WETB Johnson City, Tenn.; WFBM Indianapolis, Ind.; WFIU (FM) Bloomington, Ind.; WFKN Franklin, Ky., WFTM Maysville, Ky.; WGAP Maryville, Tenn.; WGBF Evansville, Ind.; WGL Ft. Wayne, Ind.; WGRV Greenville, Tenn.; WGRY Gary, Ind.; WHAL Shelbyville, Tenn.; WHBT Harriman, Tenn.; WHBU Anderson, Ind.; WHDM McKenzie, Tenn.; WHHM Memphis, Tenn.; WHIN Gallatin, Tenn.; WHLN Harlan, Ky.; WHOP-AM-FM Hopkinsville, Ky.; WHOT South Bend, Ind.; WHUB Cookeville, Tenn.; WIBC Indianapolis, Ind.; WIEL Elizabethtown, Ky.; WILO Frankfort, Ind.; WIMS-AM-FM Michigan City, Ind.; WINN Louisville, Ky.; WIOU Kokomo, Ind.; WIRE Indianapolis, Ind.; WIRJ Humboldt, Tenn.; WISH Indianapolis, Ind.; WITZ-AM-FM Jasper, Ind.; WJCD Seymour, Ind.; WJHL-AM-FM Johnson City, Tenn.; WJIG Tullahoma, Tenn.; WJJM Lewisburg, Tenn.; WJPS Evansville, Ind.; WJVA South Bend, Ind.; WJZM Clarksville, Tenn.; WKAY Glasgow, Ky.; WKBL Covington, Tenn.; WKBV Richmond, Ind.; WKCT Bowling Green, Ky.; WKDA Nashville, Tenn.; WKGN Knoxville, Tenn.; WKIC Hazard, Ky.; WKJG-FM Fort Wayne, Ind.; WKLO Louisville, Ky.; WKOA Hopkinsville, Ky.; WKPT-AM-FM Kingsport, Tenn.; WKRM Columbia, Tenn.; WKSR Pulaski, Tenn.; WKTM Mayfiield, Ky.; WKXV Knoxville, Tenn.; WKYB-AM-FM Paducah, Ky.; WLAF LaFollette, Tenn.; WLAP-AM-FM Lexington, Ky.; WLAR Athens, Tenn.; WLBC Muncie, Ind.; WLBJ-AM-FM Bowling Green, Ky.; WLBN Lebanon, Ky.; WLIK Newport, Tenn.; WLIL-AM-FM Lenoir City, Tenn.; WLOU Louisville, Ky.; WLSI Pikeville, Ky.; WMAK Nashville, Tenn.; WMC Memphis, Tenn.; WMCF (FM) Memphis, Tenn.; WMCH Church Hill, Tenn.; WMFS Chattanooga, Tenn.; WMLL Evansville, Ind.; WMMT McMinnville, Tenn.; WMOR Morehead, Ky.; WMPS Memphis, Tenn.; WMRI-FM Marion, Ind.; WMTC Van Cleve, Ky.; WMTS Murfreesboro, Tenn.; WMUN (FM) Muncie, Ind.; WNAH Nashville, Tenn.; WNEX Central City, Ky.; WNOP Newport Ky.; WNOX Knoxville, Tenn.; WOCH North Vernon, Ind.; WOMI-AM-FM Owensboro, Ky.; WOPI-AM-FM Bristol, Tenn.; WOWO Ft. Wayne, Ind.; WPAD-AM-FM Paducah, Ky.; WPKE Pikesville, Ky.; WPKY Princeton, Ky.; WPRT Prestonsburg, Ky.; WRAY Princeton, Ind.; WREC Memphis, Tenn.; WROL Knoxville, Tenn.; WRSW-AM-FM Warsaw, Ind.; WSAL Logansport, Ind.; WSBT South Bend, Ind.; WSFG Somerset, Ky.; WSIP Paintsville, KY.; WSIX Nashville, Tenn.; WSLM Salem, Ind.; WSM Nashville, Tenn.; WSMT Sparta, Tenn.; WSON-AM-FM Henderson, Ky.; WTCJ Tell City, Ind.; WTCO Campbellsville, Ky.; WTCW Whitesburg, Ky.; WTJS-AM-FM Jackson, Tenn.

Southern Independent
$35,000.00

Fulltime independent in outstanding area of south. Rare opportunity for good owner-operator with energy and knowhow. Station making some money. Terms available.

Pacific Northwest Network
$90,000.00

Fulltime single station market. Twenty-six million dollars retail sales in county in 1954. Manufacturing payroll, agriculture, natural scenic tourist attractions all contribute to make this a solid market and well worth the asking price. Some financing available to qualified resident owner-manager.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield

111 Sutter St.
Exbrook 2-5671-2

July 20 Applications

ACCEPTED FOR FILING

Modification of Cp

KPOO San Francisco—Seeks mod. of cp (as mod. which authorized new station) for extension of completion date.

WMVA Martinsville, Va.—Seeks mod. of cp (which authorized antenna changes) for extension of completion date.

WCKG New Orleans, La.—Seeks mod. of cp to extend completion date to 1-15-56.

WCPO-TV Cincinnati, Ohio—Seeks mod. of cp to extend completion date to 10-1-55.

WAGA-TV Atlanta, Ga.—Seeks mod. of cp. to extend completion date to 2-10-56.

WUSN-TV Charleston, S. C.—Seeks mod. of cp to extend completion date to 2-17-56.

License to Cover Cp

WJBK Detroit, Mich.—Seeks license to cover cp which authorized change frequency, increase power, install directional antenna system and change trans. location.

WAEW Crossville, Tenn.—Seeks license to cover cp which authorized change frequency, increase power, change hours of operation, make antenna changes.

WAZL-FM Hazelton, Pa.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of License Returned

WHOK Lancaster, Ohio (signature).

Remote Control

KCID Caldwell, Idaho—KGAK Gallup, N. M., and WSAU Wausau, Wis.

Renewal of License

WARU Peru, Ind.; WFYC Alma, Mich.; WKAR East Lansing, Mich.; WBNS-TV Columbus, Ohio, and WMRP Flint, Mich.

July 19 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of July 15

Cancel License

KOKX-FM Keokuk, Iowa—Granted request to cancel license of fm station and delete call letters.

Cancel Cp

WRNY-TV Rochester, N. Y.—Granted request for cancellation of cp and deletion of call letters (ch. 27).

Actions of July 14

WABA Aguadilla, P. R.—Granted license for am broadcast station; condition.

WFLA-FM Tampa, Fla.—Granted cp to replace permit (which authorized changes in licensed station) which expired 7-3-55.

Extension of Completion Dates

The following were granted extension of completion dates as shown: WKVM San Juan, P. R., to 12-21-55, conditions; WIFE (TV) Dayton, Ohio, to 1-16-56.

Remote Control

The following stations were granted authority to operate transmitters by remote control: KNET Palestine, Tex.; WCSH (Main and Aux.) from Falmouth, Maine, while using nondirectional antenna; WKTG Thomasville, Ga.

Actions of July 13

Granted Cp

WKAQ San Juan, P. R.—Granted cp to change antenna-trans. location and change type trans.

Modification of Cp

WAEL Mayaguez, P. R.—Granted mod. of cp to make changes in antenna system and change antenna-trans. location.

WWRI West Warwick, R. I.—Granted mod. of cp to move tower approximately 250 ft. N.W. of present location and mount fm antenna on top of the am tower (increase height).

WTOW Towson, Md.—Granted mod. of cp to change antenna-trans. location.

Extension of Completion Date

The following were granted extension of completion dates as shown: WKNX-TV Saginaw, Mich., to 2-2-56; WRTV (TV) Asbury Park, N. J., to 1-16-56.

Remote Control

WOOD Grand Rapids, Mich.—Granted authority to operate trans. by remote control, while using nondirectional antenna.

Actions of July 12

Granted License

KONI Phoenix, Ariz.—Granted license for am station; condition.

WHIZ Zanesville, Ohio—Granted license covering change in trans. and studio locations and changes in antenna system.

WDLC Port Jervis, N. Y.—Granted license covering increase in power; condition.

KIMN Denver, Colo.—Granted license covering change in studio location.

WKID Urbana, Ill.—Granted license covering erection of a new antenna (decrease in height).

WMGE Madison, Ga.—Granted license for am station.

KOSI Aurora, Colo.—Granted license covering increase in power.

Modification of Cp

WVCH Chester, Pa.—Granted mod. of cp for

(Continued on page 97)

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
xecutive Offices
735 De Sales St., N. W. ME. 8-5411
ffices and Laboratories
1339 Wisconsin Ave., N. W.
ashington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE *

ommercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
NTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

EO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
10 Eye St., N.W., Washington 6, D. C.
ecutive 3-1230 Executive 3-5851
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
15 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
316 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

JOHN H. BATTISON
CONSULTING RADIO & TELEVISION ENGINEER
technical advisory service for TV film and production problems.
4515 Saul Rd., Kensington, Md.
Olympic 7-9593

* *Member AFCCE*

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
OBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
ngineer on duty all night every night
JACKSON 5302
. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE, To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager and assistant manager for top metropolitan market with station specializing in negro programming. Must be strong in sales, willing and able to do better than average job. Prefer man experienced in selling large markets and/or negro operations. Box 268C, B•T.

Wanted: Commercial manager for non-tv market. Salary plus commission and mileage. Opportunity to earn good money. Send full details first letter, photo, references, and tape if you do air work. Must be honest and reliable. No floaters. Car necessary. KSCB, Liberal, Kansas.

Need commercial manager for independent radio station serving rich, middle Georgia, tri-country area. Some announcing. Only station in market. Salary plus commission. Permanent position. Contact Jim Popwell, Manager, WCEH, Hawkinsville, Georgia.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers
Commercial Managers
Chief Engineers
Promotion Directors
Producers/ Directors
Announcers
Technicians
Newscasters
TV Film Editors
Continuity Editors
Network Executives
Station Managers
Technical Supervisors
Program Managers
Production Managers
TV Floor Personnel
Announcer/Actors
News Editors
Sportscasters
Film Buyers
Continuity Writers

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 967A, B•T.

Salesman—kilowatt daytime, highest rating. Single station rich market in Mass. Top earning potential. Box 234C, B•T.

Florida resort daytimer wants experienced salesman to complete expansion team. 15 percent commission, guaranteed accounts. Send complete resume, photo. Box 244C, B•T.

I paid one man selling time on a 250 watter $200,000.00 in four years. I have an opportunity with equal possibilities for the right man. Don't answer this ad unless you are a first class salesman with a background that can stand scrutiny. This is a chance for permanent job with well established company. Box 264C, B•T.

Business is good. We need an ambitious salesman that wants to work and earn real money. Radio Station KASI, Ames, Iowa.

Announcer-salesman? Emphasis on selling. Salary, commission, profit sharing. CTV production. You get talent fees. Go-getting $400.00—$600.00 or better. Airmail, phone KPRK, Livingston, Montana.

Experienced salesman. Permanent position for aggressive man selling radio and tv. WPAG, Ann Arbor, Mich.

Announcers

Wanted: Personality; "country music" type preferred. Sell and do own show. 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 225C, B•T.

Southern daytime music station going on the air in August needs good announcer with plenty of experience who can write some copy. Box 249C, B•T.

Young colored male personality, with real showmanship and enthusiasm. With a real rock'em and sock'em style. Send tape if possible and write Box 252C, B•T.

Hillbilly, playing musical instrument. Now employed in small community for opportunity in metropolitan market. Fine chance for advancement. Box 253C, B•T.

Announcer with first phone needed immediately in North Carolina. Box 271C, B•T.

Wanted: Experienced staff announcer, strong on play-by-play. ABC-MBS Networks. Excellent working conditions. Good pay. Box 272C, B•T.

Young man, 16 to 18 who wants chance to become announcer. Permanent job. Send complete resume. Box 289C, B•T.

Experienced announcer: Sports background desirable; must have friendly sales delivery. Send tape, photograph and complete education, experience and references. No phone calls. KCHS, Truth or Consequences, New Mexico.

Wanted: Dependable, married, night duty, experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

Announcer-engineer with 1st class ticket. Send tape, full details. Position available immediately. KGHF, Pueblo, Colo.

Do we have your tape? No immediate opening, but always interested in top DJ personalities. KOWH Omaha. WHB Kansas City. WTIX New Orleans. Tapes promptly returned. Send all tapes to: Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

RADIO

Help Wanted—(Cont'd)

2 combo men—one chief engineer with good voice—other 3rd ticket, for new Billings, Montana, indie. Good pay—audition tapes returned. KSPO, Spokane, Washington.

Wanted! Four persons: News specialist, sports man, top-notch first class engineer, and a man or woman for Music Department, must play piano. Only experienced, reliable persons should apply to KTEM, Temple, Texas.

Combination announcer-first phone for WALK-AM-FM, Patchogue, New York. Five day, forty hour week. Contact Program Director.

Help wanted announcer: Need immediately personality disc jockey for night DJ program. Salary unlimited for right man. Wire or telephone Allen Wannamaker, WBIG, Greensboro, N. C.

Announcer—capable, strong audience building, hard selling commercials. No floaters. Send resume, references, tape, which will be returned. Base $60.00. Immediate opening. WBRT, Bardstown, Kentucky.

Experienced announcer. Good pay plus overtime. Six paid holidays plus vacations. Contact Manager, WCOJ Coatesville, Pa. Phone: 2100.

Opening for experienced announcer September 1st. Must have play-by-play experience. Opening now for announcer-salesman. Send resume, tape, photo. Good opportunity. Pleasant working conditions. WKRM, Columbia, Tennessee.

First phone, am combo, emphasis on announcing. Send audition tape, experience, reference, etc., to WRLD, Dalton, Georgia.

Have you checked into profits with us. No immediate openings but we're interested in the best at WSRS. Let us hear from you now. Your profit line could go higher with us because we have a dynamic style of flexible programming to meet community needs and win the affection of zillions who are wide-awake citizens in northern Ohio. You may get that opportunity to join the station that's known as the "Big Little Giant" in the best location in the nation—WSRS. All tapes promptly returned if sent to the Executive Director, WSRS, Cleveland, 18, Ohio.

Technical

AM transmitter engineer—5 kw fulltime in medium midwestern market. Scale dependent on experience. Box 282C, B•T.

Need chief engineer who is good announcer for California 250 watt station in small town. Good working conditions. Immediate and permanent. Send tape, photo, complete resume. KUKI, Ukiah, California.

Experienced first class engineer-announcer openings at two stations. Also two experienced announcers. Good organization and good working conditions. Send full details and tape in your first letter. Address reply to Lester L. Gould, WJNC, Jacksonville, N. C.

Chief engineer-announcer immediately. Kilowatt daytime. Top pay. Send tape, resume. Paul Parker, WLAS, Jacksonville, N. C.

First class engineer-announcer for mountain transmitter-studio. Good salary plus board and room. Car necessary. Single man preferred. Five days on, two days off. Call Hank Wilson, WMIT, Charlotte, N. C.

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 232C, B•T.

Experienced punch copywriter, capable of handling department in progressive midwestern market. Send resume and copy specimens to Box 240C, B•T.

Radio news editor-newscaster, midwest metropolitan market. . . . Must be able to write-announce. Want man with midwest background. Solid experience—no less than 5 years in media. Able to use mini-tape for leg work. Terrific opportunity for right man. Unless you qualify, please don't write. Want complete background . . . picture . . . tape with application. Box 284C, B•T.

Copywriter for permanent position. Good pay and hours. Can train. KROX, Crookston, Minnesota.

Combination news editor—program manager to gather and report local news and assume duties of program director. Must be settled, sober, reliable. Good position for right man. Contact Manager, WGBR, Goldsboro, N. C.

RADIO

Help Wanted—(Cont'd)

WJBC, Bloomington, Ill., plans to add one announcer to staff. Want experienced strong commercial man with sincere, friendly approach. Contact Fred Muxfeld, with resume of experience and references. Do not send tapes, personal interview will be required. All references will be checked.

Continuity—young man or woman. Heavy copy, some routine. Experience preferred but not essential. Steady position. Good working conditions, insurance. Send details including salary requirement, marriage status, age, education, snapshot, experience if any and samples. WLEC, Sandusky, Ohio.

Situations Wanted

Managerial

Manager-salesman. Many years successful, aggressive station management. Thoroughly experienced in southern markets. Prefer southeast or Florida. Box 227C, B•T.

Manager: Heavy on selling and programming. 10 years experience in radio-tv-ad agency business. Major and minor market experience. Now employed. Best references. Prefer salary-percentage arrangement in large or small market. Box 235C, B•T.

Radio manager, 19 years . . . dependable . . . efficient . . . capable. Take charge or assist. Box 280C, B•T.

Salesman

Salesman—young, aggressive, dynamic. Les Lazarus, 52 Cutler Street, Winthrop, Mass.

Announcers

Announcer, ten years experience, desires permanent position in radio-television medium size city, or program manager smaller station. Currently doing popular record show in competitive market. Earning $100 weekly. Box 139C, B•T.

Announcing, writing, programming, seven years experience, prefer Texas or southwest, local shows production speciality, minimum salary $105.00 weekly. Box 169C, B•T.

Combo, program director, first class license, seven years experience in all phases of radio. Midwest only. 31, family man. Box 233C, B•T.

Announcer-chief engineer. 8 years experience . . . all phases, small station operation including sales and management. $100 week minimum. East preference. Tape and resume upon request. Box 237C, B•T.

Country-western DJ-musician for top promotion-minded station. No character. Ten years experience, recently tv. Presently employed staff. Available Sept. Let's correspond now. Ohio, anywhere. Box 241C, B•T.

New England & New York State; 5 kw or metropolitan: News, program, special events, announcing. Mature family man. 9 years experience. Box 243C, B•T.

Announcer—strong news, good DJ—excellent commercials—tape and resume. Box 245C, B•T.

Available Sept. 1 one of New York's top names in sports, news and special events—major league baseball, world series, football, hockey, basketball, boxing—5 years one of tv most watched news and special events commentators. Also good deal national exposure. Now looking for that big job as sports and special events director. References from nation's top figures in radio and tv. Also forward offers for individual play-by-play assignments. Box 246C, B•T.

Announcer-presently employed with almost two years radio experience . . . news-commercials—DJ-man on the street. Desire position in friendly community—good working conditions. Capable-confident-sincere. Box 247C, B•T.

Desire position in New England or New York. Over two years announcer-program director—successful deejay, some television, good references, single, military service, college degree. Box 250C, B•T.

DJ-announcer. 17 months experience. Presently employed. Available in September. Box 251C, B•T.

Experienced announcer desires permanent, full-time employment at reliable station. Veteran, strong on DJ and commercials, midwest preferred. Box 256C, B•T.

Experienced staff announcer, married, 2 children, interested relocating permanent position, radio or tv. Preferably north. Box 260C, B•T.

Announcer: Deejay, thorough knowledge of music. Limited experience, trained by top professionals, single, will travel, tape, application letter. Box 262C, B•T.

RADIO

Situations Wanted—(Cont'd)

Only personality stations apply—East coast deejay with metropolitan following available after August 1st. Box 267C, B•T.

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 269C, B•T.

Negro deejay. Light experience, friendly, emphasis news, commercials, control board experience. Box 273C, B•T.

Announcer, DJ, recent graduate, willing to work hard, tape on request. Box 274C, B•T.

Station manager! Recent radio school graduate with real ability. DJ you've been waiting for. Try me, vet, travel. Box 275C, B•T.

Staff-sportscaster — top news-DJ-play-by-play. Available two weeks. Tape. Box 276C, B•T.

Announcer—good copywriter; news, commercials, DJ, college. Professionally trained. Experience light. Will travel. Box 277C, B•T.

Staff announcer. Married. Versed all phases. Recent broadcasting school grad. Will travel. Tape, resume. Box 278C, B•T.

Recent graduate of broadcasting school looking for a start in radio. Good voice. Interested in news and can do easy or hard to sell DJ. Details on request. Lawrence Foreman, 4210 North Newhall Street, Milwaukee, Wisconsin.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teenage appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J., Bernardsville 8-0538.

Personality DJ. Smooth platter chatter. Teen-age appeal. Infectious personality. Proven record, best references. Need good earning potential and starting salary of $99. No slouch—quite affable. If you're a sound, honest operation, I'll make you, top man. Single, 25, sober, car. Familiar with all aspects of radio and tv. Four years experience. Could manage or PD. Waiting for right offer. Available immediately, Johnny Hunt —3067 49th Street, Long Island City 3, New York. AStoria 4-9038.

Announcer-radio school graduate, news, friendly commercails, DJ, Mike Lepre, 760 William Street, Harrison, New Jersey.

Three years combo. Strong all phases. Fine deep voice. Now employed. Prefer telephone audition. Tape available. Dennis O,Malley, 207 S. Grove St., Bowling Green, Ohio.

Recent grad. Good selling voice, pleasing personality, interesting DJ shows and attentive newscasts. Married, 24, will relocate. Audition tape available on request. William Pappas, 16-78 Street, North Bergen, New Jersey.

Announcer moving from first job because station reducing personnel. Seeks job in small station wishing a stable married man. Peter Ward, WKIC, Hazard, Kentucky.

3 in 1, announcing, six years, have first class license, interested in selling. College graduate seeks permanent position. Gerry Wells, 183 Sly Avenue, Corning, New York.

Sports-staff announcer, five years play-by-play experience. Looking for good opportunity in fall season. Presently employed. Tape, resume, on request. Mike Wynn, Box 701, Logan, West Virginia.

RADIO

Situations Wanted—(Cont'd)

Technical

Supervising engineer desires relocate permanently as chief southern or east-central states. Strong maintenance and construction, long experience am and fm. Middle aged, married. No announcing. Box 147C, B•T.

Engineer, first phone, 5 years experience. Sober, reliable, have car, married. Desire permanent position before school starts. Box 248C, B•T.

Engineer, first phone. Experienced control, remotes, recordings, directional operation. Consider some announcing. Box 270C, B•T.

First phone, construction and maintenance up to 50 kw. Twenty-five years in radio. Fair announcer, college graduate in accounting, some commercial and station management, primarily an engineer. Have tools, equipment, transportation. Like to build them, manage them, run them or just clean them up. C. G. Huey, 2786 N. Decatur Road, Decatur, Georgia.

Production-Programming, Others

Have talent — will travel. Experienced news writer-editor, journalism degree. Immediate availability. Box 993A, B•T.

Top experience young man. NBC regular staff production-director. Also small station experience, all phases. College grad. Desires production or administrative position. Radio or tv. Box 210C, B•T.

News editor—radio-tv, big market, journalism graduate. Box 226C, B•T.

Five years experience in continuity, traffic, programming and bookkeeping. Girl Friday with gumption desires Florida. Box 228C, B•T.

Program director—chief announcer with leading eastern independent, seeking programming position. Seven years experience in all announcing-programming-production phases. Married. Minimum salary $125. Box 254C, B•T.

Program director—with idea$, idea$, idea$, idea$, idea$ for radio and/or tv. 10 years radio, some tv. Well recommended. Ex-service, married, family on way. Let me roll up my sleeves and work with you. Box 283C, B•T.

Top-notch newsman. 7 years radio—2 television, wants radio-tv news job. University graduate. Veteran. Tape, photo, details, on request. Box 287C, B•T.

TELEVISION

Help Wanted

Salesmen

Experienced tv salesman for new southwestern vhf in major market. Box 215C, B•T.

Salesman or trainee, 20 to 25, veteran or draft exempt, for expanding sales staff of established midwest uhf television station and 34-year-old 5000 watt CBS radio affiliate. Radio or television sales experience preferred. Opportunity to advance. Hospitalization, free life insurance and pension benefits. Write Personnel Department. WSBT-AM-TV, South Bend 26, Indiana.

To a NATIONAL ADVERTISER or LEADING AGENCY . . .

I am seeking a radio-tv executive position with an advertiser or a strong, medium size agency in a major market.

My qualifications: Have handled in 12 years time many of the largest radio-TV accounts from a network & spot basis; in the case of one multi-million client I bought all media. I know the business thoroughly; personally acquainted with major network executives, leading advertisers; stations and national representatives. Mature lady, age 36; can furnish references from agency, advertiser and industry.

Please write or wire Box 285C, B•T

TELEVISION

Help Wanted—(Cont'd)

Announcers

Staff announcer for top CBS radio-tv affiliate in Pennsylvania. Send complete resume and picture Box 184C, B•T.

Technical

Experienced, top-calibre maintenance engineers for DuMont equipped vhf in southwest. Box 216C, B•T.

Programming-Production, Others

WLW-D requires film librarian to operate CBC library. Contact WLW-D, 4595 S. Dixie Highway, Dayton 9, Ohio.

Situations Wanted

Managerial

Tv executive, under thirty-five, soon available and ready for tough but rewarding assignment. Thoroughly experienced (thirteen years) in station operation, including sales, programming, promotion, and personnel. Have trained television staffs. Top network experience, top references, top man. Box 255C, B•T.

Announcers

Sportscaster, radio-tv. 5 years radio, 1½ television. Capable directing one-man, radio-tv sports department. Same capacity with am-uhf operation, built annual sports income to $40,000. Colorful play-by-play all sports, over 1,500 events during career. Midwesterner, 27, BA journalism, married, veteran. Seeking advancement. Salary now $400 monthly. Available 2 weeks. Will answer response by telephone. Box 230C, B•T.

Talented tv performer: Strong on sports, commercials, news, kid shows. College grad, age 26, 4 years radio, 1½ years vhf-TV. $90 minimum. Box 239C, B•T.

Announcer with almost two years radio experience . . . news—commercials—DJ—man on the street. Desire opportunity in tv. Capable, confident, sincere. Box 258C, B•T.

Experienced staff announcer, family, looking for right break—security. Solid background all phases, 3½ years radio, conservatory scholarship student, former show business personality, accomplished baritone. Interested combining singing with announcing, tv or radio. Be convinced with tape, personal interview. Box 259C, B•T.

Announcer-director now large southern operation seeks fine opportunity north. Box 253C, B•T.

Technical

Tv engineer, first phone, experience audio, video, camera transmitter, maintenance, operation. Box 231C, B•T.

Engineer: 12 years broadcast experience. First phone. Want permanent position tv studio, or am with definite tv possibilities. Box 242C, B•T.

Programming-Production, Others

Experienced switcher, cameraman, audio, boom, lighting, with first class license, B.S. degree production desires directing or program opportunity. 4 years am experience, 2 years television. Mature, family man—midwest or west. Box 229C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Tv program director. Have been employed by two of the nation's largest tv operations 7 years in tv. Now working in small market. Would like to locate in metropolitan town. Best of references. Available August 15th. Box 261C, B•T.

Ventriloquist, magical MC, wants a kid's type western show on tv; presently in radio. Southeast or south preferred. Box 266C, B•T.

Have written, directed, produced tv shows at Drake University. Top training, including all phases of technical and programming operations. Station experience. 25 years old. Single. Draft-exempt. Desire production, writing or directing. Willing to work and learn. Excellent references. Available for interview. James Sawyer, 7159 Oglesby Avenue, Chicago, Illinois. Phone PLaza 2-7466.

FOR SALE

Stations

Fulltime small market local. Excellent staff. No competition. Price $75,000.00. Gross last years, $65,000.00. First six months this year $28,000.00. Write Box 181C, B•T.

Exclusive listings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas, as available. Ralph Erwin. Broker, Box 811, Tulsa.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment

Ampex 400-A, $750; Altec, M-11 mike system, $175; Presto TL-10 tape mechanism, $50. All excellent condition. Private owner. Priced F.O.B. Box 238C, B•T.

Western Electric: Jack panels $17.00; patch cords $4.50. Write for list of Western Electric and UTC transformers. Box 279C, B•T.

Viking kilowatt, desk, other deluxe ham equipment. Trade for stock or broadcast equipment. Engineer. References. Box 288C, B•T.

For Sale: RCA fm transmitter, type No. BTF-3B, rated power 3kw, antenna type no. BF-21-B, one section pylon, used only 5 years. Write or wire Manager, KOKX, Keokuk, Iowa.

Langevin type 119-A Progar program amplifier in excellent condition. Make offer. KOWH Omaha 2, Nebraska.

Western Electric 451A 250 watt am transmitter and 23c console. Both for $2000. WCNH, Quincy, Florida.

Complete Rust remote equipment for sale. Slightly used, practically brand new for am and fm transmitters. Contact Radio Station WHAT, Conshohocken & Windermere Avenues, Philadelphia 31, Pa.

Gates BC-500GY transmitter, used only six months. An excellent buy. L. C. McCall, WWPF, Palatka, Fla.

688′ guyed 401b windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskegon, Oklahoma.

WANTED TO BUY

Stations

Experienced broadcaster desires am or tv station in western USA. All replies will be treated confidentially. This ad is not placed by a broker. Colorado, California, preferred, but will consider all western states. Reply Box 281C, B•T.

Georgia, 250 to 1kw station. Have cash for down payment and can operate. Can offer references. Box 290C, B•T.

Equipment

Everything for 1 kw uhf channel 19 television station. Also long distance microwave equipment. Will pay cash. Box 236C, B•T.

Wanted: Good used 5 or 10 kw, fm transmitter. State make, hours used, spare parts, whether antenna available and number bays, price. Box 257C, B•T.

3 or 10 kw fm transmitter. W. E. or RCA preferred. Also 1⅝ statite insulated, flanged co-axial cable. Also self-supporting towers 250 feet to 300 feet. Box 265C, B•T.

Complete equipment wanted for 250w am. Advise condition, location and price. Box 291C, B•T.

Wanted transmitter and complete equipment for 500 watt am station. H. W. Cassill, 400 Commercial Building, Sioux City, Iowa.

Need everything for 1000 watt station, am. Good, cheap. Box 1662, Birmingham, Ala.

NEW

TV EQUIPMENT

NEVER USED

Substantial Discount

5 KW DUMONT TRANSMITTER

High Band VHF, complete with console, monitors, etc.

THREE DUMONT IMAGE ORTHICON CAMERA CHAINS

Complete DuMont Studio Equipment, including nine Channel Studio Switcher, Studio and Portable Sync Generators, Slide Scanner, Monitors, Racks, etc.

TEST EQUIPMENT

Including RCA Video Sweep Generator, Waveform Monitor, Oscilloscope, etc.

TRANSMISSION LINE

Including 650 feet of 3⅛″ Andrew 51.5 Ohm Line, Connectors, Hangers, etc.

Interested in quickly selling complete package or individual items.

Box 198C, B•T

A Solid Radio Sales Job with a Future

Radio WFAA, Dallas, wants a top-flight radio salesman, a man who wants to make a career with the Southwest's top station.

Needed: ability to sell on the basis of value and quality—strictly at card rates—no deals.

Please give complete business and educational background in reply; also your present annual income, marital status and other pertinent data.

All applications handled confidentially.

Alex Keese, Manager **Radio WFAA** **Dallas, Texas**

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

SALES ENGINEERS

Leading radio broadcast equipment manufacturer has openings in Rocky Mountain area, Southeast, and in Midwest home office for aggressive sales minded engineers with broadcast and some selling experience. Sales engineers in territories outside home office need to travel and sell broadcast equipment to radio stations. Salary, expenses, and commission for traveling positions. Please send full details with photo and state territory preferred.

Box 286C, B•T

Announcers

DISC JOCKEY

Top rated popular music station in major market wants top notch disc jockey. At least three years experience. Salary higher than average. Good working conditions. Only good men need apply. Call or write Bill Montgomery, WNOR, Norfolk, Virginia.

FOR SALE

Equipment

100 KW ERP HIGH BAND
TV TRANSMITTING PLANT FOR SALE

Now operating on Channel 7—Available in October.

20 KW Amplifier, G.E. Type TF-4-A
5 KW Transmitter, DuMont Series 8000
5 KW RCA Diplexer
6 Bay Antenna, RCA Type 6A1
500′ Guyed Stainless Tower, triangular 6′ side
1000′ 3⅛″ Steatite Line, Andrew Type 452

Write to Box 293C, B•T
for details

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSE
IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE**
'DOOR OPENING COURSE'
RADIO-TELEVISION
OUR INTEGRITY PROVEN

Check the school that
others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful
students in NINE years

(Continued from page 92)

changes in antenna (decrease height) and changes in ground system..

Extension of Completion Dates

The following were granted extensions of completion dates as shown: WOAY-TV Oak Hill, W. Va., to 2-2-56; WMFL (TV) Miami, Fla., to 1-16-56; WJLN-TV Birmingham, Ala., to 1-16-56.

Actions of July 11

Change Hours

WKMC Roaring Spring, Pa.—Granted permission to operate from 5:45 a.m. to 7 p.m., EDT during July, August and September.

Modification of Cp

KVAL-TV, Eugene, Ore.—Granted mod. of cp to change studio location and correct coordinates.

WKRG-TV Mobile, Ala.—Granted mod. of cp to change antenna and make other equipment changes; antenna 530 ft.

Extension of Completion Dates

The following were granted extensions of completion dates as shown: WNET (TV) Providence, R. I., to 2-11-56; WROM-TV Rome, Ga., to 2-9-56; KSBW-TV Salinas, Calif., to 2-2-56; WKLO-TV Louisville, Ky., to 1-16-56; WPFA-TV Pensacola, Fla., to 2-2-56; WHUM-TV Reading, Pa., to 2-1-56; KVAL-TV Eugene, Ore., to 1-13-56.

July 19 Applications

ACCEPTED FOR FILING

Modification of Cp

WCAR Detroit, Mich.—Seeks mod. of cps which authorized antenna changes and power and operating hours changes for extension of completion date. Filed July 19.

KTIX Seattle, Wash.—Amends application for mod. of cp to specify new completion date.

WERE-TV Cleveland, Ohio—Seeks mod. of cp to extend completion date to 2-17-56.

Modification of License

WTTM Trenton, N. J.—Seeks mod. of license to change studio location to 2309 Brunswick Ave., Lawrence Township, Trenton, N. J.

KBPS Portland, Ore.—Seeks mod. of license to change specified hours of operation to 9 a.m.-9 p.m. PST Monday through Friday each week.

July 18 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Broadcast Bureau—Granted petition for extension to and including July 28 within which all parties may file answers, oppositions or comments in re applications of KOB Albuquerque, N. M.

By Hearing Examiner James D. Cunningham

WHDH Inc., et al Boston, Mass.—Granted joint motion of five applicants in proceeding re ch. 5 to correct the transcript.

By Hearing Examiner H. Gifford Irion

James R. Reesc Jr., Chambersburg, Pa.—Granted petition for leave to amend his am application to reduce field expected to be produced by antenna system.

By Hearing Examiner Herbert Sharfman

WBCK Modesto, Calif.—Issued Order following further conference held July 7; hearing originally scheduled for July 19 has been indefinitely continued in proceeding.

By Hearing Examiner Hugh B. Hutchison

Valley Bcstg. Co., Murphy, N. C.—Granted motion for extension of time to and including July 22 in which to file proposed findings in re am applications.

By Hearing Examiner Annie Neal Huntting

WKPA New Kensington, Pa.—On agreement by parties, continued hearing scheduled for July 18 to July 26.

July 18 Applications

Accepted for Filing

Renewal of License

WBIW Bedford, Ind.; WVKO Columbus, Ohio (aux.); WHCI (FM) Hartford City, Ind.

Cp

WFLA-FM Tampa, Fla.,—Seeks cp to replace permit (which authorized changes in licensed station) which expired 7-3-55.

Subsidiary Communications Authorization

KRKD-FM Los Angeles, Calif.

Remote Control

WMIX-FM Mt. Vernon, Ill.

Modification of Cp

WCAR-FM Pontiac, Mich.—Seeks mod. of cp (as mod. which authorized new fm station) for extension of completion date.

WKJG-TV Fort Wayne, Ind.—Seeks mod. of cp to extend completion date to 1-1-56.

WROW-TV Albany, N. Y.—Seeks mod. of cp to extend completion date to 2-15-56.

WCBF-TV Rochester, N. Y.—Seeks mod. of cp to extend completion date to 2-10-56.

WENS (TV) Pittsburgh, Pa.—Seeks mod. of cp to extend completon date to 2-9-56.

KUTV (TV) Salt Lake City, Utah—Seeks mod. of cp to extend completion date to 2-18-56.

WSAZ-TV Huntington, W. Va.—Seeks mod. of cp (which authorized transmitter changes) to extend completion date to 2-10-56.

July 14 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

WFPA Fort Payne, Ala.—Granted petition for extension of time to and including Aug. 8 within which to file exceptions to initial decision. Action of 7/13.

Dept. of Defense—Granted petition for extension of time to and including Aug. 1 within which parties may file exceptions to initial decision re KSWS-TV Roswell, N. Mex. Action of 7/13.

KXA San Francisco, Calif.—Granted petition for extension of time to and including Aug. 5 within which all parties to proceeding re applications KOB Albuquerque, N. M., may file replies to oppositions to petition of WBZ Boston for rehearing and motion of KWBU Corpus Christi,, Tex., for leave to intervene and enlarge issues. Action of 7/12.

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition for extension of time from July 12 to July 19 to file proposed findings re application of WROW-AM-TV Albany, N. Y.

By Hearing Examiner H. Gifford Irion

WBEL Beloit, Wis.—Granted informal request for indefinite continuance of hearing scheduled for July 11.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for continuance of hearing now scheduled for July 14 to Sept. 12 re applications of Umatilla Bcstg. Enterprises, Pendleton, Ore., and Othello Bcstg., Co., Othello, Wash.

By Hearing Examiner Herbert Sharfman

E. Weaks McKinney-Smith Paducah, Ky.—Issued an order, after further conference, continuing hearing now set for July 12 to July 21, and directed WQXR New York to supply its proposed exhibits to parties and hearing examiner by July 15.

By Hearing Examiner Hugh B. Hutchison

WMEX Boston, Mass.—Ordered hearing now scheduled for Sept. 13 postoned to Sept. 20, in application for renewal of license.

July 14 Applications

Accepted for Filing

Modification of Cp

WJLD Homewood, Ala.—Seeks mod. of cp (which authorized changes in antenna system by adding tv antenna [increase in height]) for extension of completion date.

WPCO Mt. Vernon, Ind.—Seeks mod. of cp (which authorized new station) for extension of completion date.

WCRV Washington, N. J.—Seeks mod. of cp (which authorized new station) to move antenna 238 ft. west of present site; specify studio location as 3 Belvidere Ave., Washington, N. J., and operate trans. by remote control from studio location and make antenna changes.

WGSA Ephrata, Pa.—Seeks mod. of cp (which authorized new station) for extension of completion date.

WOAY Oak Hill, W. Va.—Seeks mod. of cp (as reinstated, which authorized erection of new tower 180 ft. southwest of old tower and mount tv antenna [increase in height]) to make antenna system changes.

WMFL (TV) Miami, Fla.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to 2-9-56.

KTAG-TV Lake Charles, La.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to 2-17-56.

WIFE (TV) Dayton, Ohio—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

License to Cover Cp

WUOA (FM) Tuscaloosa, Ala.—Board of Trustees of U. of Alabama seeks license to cover cp which authorized changes in licensed station.

Renewal of License

WBUR (FM) Boston, Mass.—Boston U., Div. of Radio, School of Public Relations & Communications.

Subsidiary Communications Authorizations

WPKM (FM) Tampa, Fla.; WGMS-FM Washington.

Cp

WJAR Providence, R. I.—Seeks cp to change from employing directional antenna day and night to DA use night only.

Remote Control

WOOD Grand Rapids, Mich.

July 15 Applications

Accepted for Filing

Remote Control

WKTG Thomasville, Ga.; WCSH Portland, Me., and KNET Palestine, Tex.

Modification of Cp

WKAR-TV Lansing, Mich.—Michigan State Board of Agriculture seeks mod. of cp (which authorized new tv station) to extend completion date to 2-15-56.

Renewal of License

WABJ Adrian, Mich.; WKMH Dearborn, Mich.; WKMF Flint, Mich.; WMUS Muskegon, Mich.; WSAI Cincinnati, Ohio.

editorials

On Stage: Real Life

IT IS our natural inclination to argue for fewer rather than more congressional investigations, but we make an exception in the case of the inquiry announced last week by the House Committee on Un-American Activities.

The committee will hold hearings in New York next month on possible Communist influence in the entertainment business—including radio and tv. It is a subject that has received wide, if not enlightening, publicity in recent weeks. In our view it is a subject which should be thoroughly explored officially.

As matters stand, one cannot dismiss the possibility that Communists and their sympathizers may be operating within radio and television, but there is no specific evidence either to support or discredit that surmise. A properly conducted investigation by the committee should be able to get definite evidence on the subject.

If the hearings fail to produce evidence of Communist infiltration, they will serve to allay what will have turned out to be unreasonable fears. One hopes, of course, that will be the case.

If they develop clear indications of party influence in broadcasting, the information can be used by broadcasters to tighten security measures. Assuming the investigation is conducted responsibly, such information would be far more reliable than the unofficial word of private groups which is all that is now available to broadcasters.

Whatever the outcome, the investigation provides an opportunity for a real service to establish factually what the Communist situation is in radio and television.

IN RECOGNITION of the coming hearings by the Un-American Activities Committee, the American Federation of Television & Radio Artists is seeking membership approval of a union stand against actors who take refuge in the Fifth Amendment.

If a referendum approves the AFTRA resolution, disciplinary action could be taken by the union against any member who refused to tell the committee whether he is or was a Communist.

To our way of thinking, the resolution is sound. Only the scatterbrained or the disloyal will refuse to answer so basic a question on party ties. Neither should have access to camera or microphone.

It would be a measurable contribution to the welfare of radio-tv, not to mention the radio-tv audience, if AFTRA drummed out of membership those who duck the big question. But with or without disciplinary action by the union, broadcasters, producers, agencies and advertisers certainly will have reason to reject such persons for future employment.

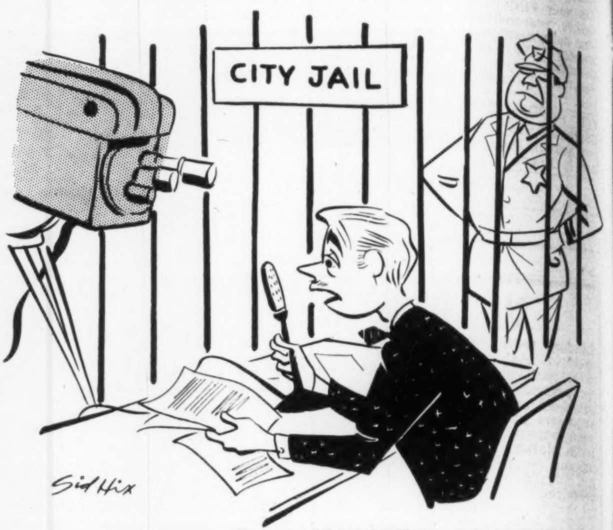
Political Ground Rules

BROADCASTERS, who for years have been caught in the crossfire of political electioneering, may get their relief by virtue of the grand jury action in Detroit indicting the CIO-UAW on charges of violating the Corrupt Practices Act. The indictment charges the union with illegal expenditure of union funds to influence votes in the bitterly contested 1954 primary and general elections in Michigan. It deals directly with about $6,000 allegedly paid from the union's fund to prepare and telecast nine programs in behalf of congressional candidates.

Broadcasters have had their hands tied behind their backs in these election contests. They have time for sale. Under the law they cannot discriminate against qualified candidates for the same office. The broadcaster cannot investigate the sources from which money paid for political broadcasts is derived, or determine whether the particular political organization has exceeded the legal limits for political campaign expenditures, whether local, state or federal. That the federal limits are unrealistic is generally accepted and the Hennings Bill to substantially increase them (largely in the light of radio and television campaigning costs) is now pending in the Senate.

Now the way is opened to test the validity of the law in respect to labor union electioneering. New ground rules are needed. If the unions, which are tax exempt, can spend their funds without limit, they might well control all elections. That is so because corporate and individual campaign contributions are limited and are not deductible.

The CIO-UAW contends that use of radio and television is part of the union function of enlightening the public. It argues that this radio-tv use comes within the framework of freedom of the press and freedom of speech. Both AFL and CIO are now sponsors of nationwide radio news programs. A vast number of union locals are using both radio and television in furthering union causes.



Drawn for BROADCASTING • TELECASTING by Sid Hi

"Our sensational offer of a lifetime guaranteed, completely rebuilt sewing machine for only $2.98 comes to you from a new location this week!"

Attorney General Herbert Brownell, in announcing the Detroit grand jury action, said the law prohibits banks, corporations and labor organizations from making any contribution in connection with an election of a U. S. senator or representative. The question arises whether the buying of television time, in this instance, constitutes a "contribution." But it is to be hoped that the ultimate decision will go beyond the congressional level, and reach all election strata.

Wisconsin has already taken an important step. The legislature at this session passed a law prohibiting unions from contributing to any state election campaigns in any manner whatever.

Tom O'Neil Rides Again

THE $25 million purchase of RKO Radio Pictures Inc. by Thomas F. O'Neil, president of General Teleradio, is bound to change television history. For one thing, it is certain to create a bull market in filmed programming.

With the purchase, Mr. O'Neil acquires hundreds of feature films which were box-office successes when shown in theatres and are still new enough not to bear the marks of antiquity which have disfigured a large percentage of the theatre films that so far have been released to tv. Unquestionably Mr. O'Neil will make those pictures available to television, in quantities large enough to justify his investment and small enough to keep from flooding the market.

When good and recent RKO products begin appearing on tv, other movie companies can be expected to follow suit. The result cannot help but be a tremendous supply of audience-building feature film for television.

But Mr. O'Neil also bought production facilities which will put him in the movie-making business. It goes without saying that these same facilities are ideal for filming tv programs too. The RKO Radio setup under its new ownership will lead to closer collaboration between theatre and television film operations. Other movie makers certainly will not stick indefinitely to the single market of theatres when they have a chance to sell products both to theatres and to tv.

The increase in quantity and quality of film will invigorate television programming. In time it should enable non-network stations to program period-for-period against the biggest network shows and, of course, help even the network affiliates build up their own schedules. It may well mean the emergence of the "independent" station in tv. When that day comes, Mr. O'Neil will have been influential in its arrival.

Sid Hix

ilt sew-
week!"

hat this
e press
sors of
locals
es.
Detroit
ns and
nection
uestion
e, con-
ltimate
ach all

gislature
ributing

Inc. by
ound to
create

feature
tres and
ch have
ar have
e those
justify
market.
on tv,
e result
ing fea-

will put
ing that
o. The
o closer
s. Other
e single
cts both

ate tele-
ork sta-
network
build up
the "in-
Neil will

G by Sid Hix

rebuilt sew-
this week!"

es that this
the press
ponsors of
ion locals
auses.
he Detroit
ations and
connection
e question
ance, con-
e ultimate
reach all

legislature
ontributing

s Inc. by
bound to
to create

of feature
eatres and
which have
o far have
make those
n to justify
he market.
ing on tv,
The result
ilding fea-

ch will put
aying that
too. The
to closer
ons. Other
the single
ducts both

gorate tele-
twork sta-
st network
s build up
of the "in-
O'Neil will

Big Events...

. . . the exciting *Gold Cup Races* . . . colorful *Seafair* Celebration . . . annual *Salmon Derby* . . . the major league *All Star Game* . . . *World Series* . . . local and national, the big ones are brought to Western Washington viewers by KOMO-TV.

Big Market...

. . . some 40,000 high pay craftsmen crowd the huge Boeing plant these days, one of the many industries (and payrolls) concentrated in Seattle and Western Washington. KOMO-TV is first choice again for coverage . . . 605,480 families with 3 billion dollars of effective spending money—around 70% of the state total.

UNITED STATES AIR FORCE
B-52A

KOMO-TV

CHANNEL 4

Covers Both!

Big events or big market, KOMO-TV is first choice for coverage. Your first choice, too, for sales power that moves merchandise.

Affiliate
FULL POWER
100,000 WATTS

FOR SEATTLE AND WESTERN WASHINGTON

Call your Hollingbery man

COMPLETE COLOR FACILITIES AVAILABLE FOR SLIDE, NETWORK AND FILM PROGRAMMING